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FACULTY OF HISTORY OF ART AND DESIGN	
NATIONAL COLLEGE OF ART AND DESIGN DUBLIN	
MAY 1982	
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### UNE PAGE EST TOURNÉE.

Ce numero de Gap Sport reflète nos besoins. La gaieté et la santé d'un marché qui va être de plus en plus dynamique grâce à l'essor du secteur sportif.

Creativité dans les produits, fermes des tendances sport dans le prêt-à-porter quotidien, une grande connaissance, autant de raisons pour les fabricants d'entreprendre et de persister, autant de raisons pour le détailleur d'espérer déclencher les tenues "basic" de demain.

Ce constat positif n'éblouit pas les points noirs : importations excessives, distribution décentralisée, dépendance sur le prix mal élevé national de la couture.

Cependant le sport aujourd'hui n'est ni luxe ni distraction mais un plaisir dans notre vie de tous les jours, gagnant toutes les tranches d'âge. Il laisse son empreinte sur les modes, sur la mode de consommation. Un grand succès mondial, soixante et onze sports. Si il y a peut-être de formules de vente, il en existe quand même plusieurs. Celle qui démontre que toutes ces denrées ont un dénominateur commun : le bon assortiment. Gap vous aide à le composer. HV.

No.1 Ref. 31

### A PAGE IS TURNED

Translation of lead-in to trade information article in 'Gap Magazine' in an issue totally devoted to sports wear and equipment "This issue of Gap Sport reflects we hope, the gaiety and health of a market which confirms its self more and more as a dynamic element in the clothing trade.

Creativity in the products, firmness of sport trends in todays ready-to-wear, there are many reasons for manufacturers to keep working and perseverance. Many reasons for retailers to hope to keep going with the 'basic' of tomorrow

The constant positive does not delete the bad points of excessive imports, distribution, heavy on price national unhealthiness or the economy.

Never the less - today sport is neither a luxury or a distraction, but a necessity. It will keep if not enlarge its place in our everyday life. Gaining with the passing of time it will leave its imprints on the pages of the history of clothes. A recent guide identified seventy one sports, If there is one there are many formulas for sales, those who succeed have one common denominator - a wide assortment Gap will help you put the look together.

## INTRODUCTION

In recent years there has been a huge growth worldwide in the numbers of people participating in sports activities, and consequently there has been a growth in the sales of sports equipment, clothes and related products, for example: exercise manuals, Health foods, Vitamin pills and diet books. (The Scarsdale diet book sold 501,000 copies in the last three years ref. 5) throughout Europe and the U.S.A.

Because of the increased interest in health and physical fitness manufacturers with a product to sell have played on this trend in their publicity, going so far as to sell totally unrelated consumer products from the sports angle for example, perfume, luggage, motor cars, cigarettes and alcohol.

The fashion world has not been slow to pick up on this trend and has included in "Fashion" ranges a wide variety of sports garments. These clothes have helped bridge the dividing line between fashion and sports clothes. The reverse of this inter-relationship can be seen as sports companies begin to work with fashion designers such as Pierre Cardin on their sports range.

As people's attitudes change towards sports and fitness, a new emphasis is emerging on both life style and clothing, active wear and active people. It is the emergence of this new attitude towards clothing and living, and the drawing closer of fashion and sportswear, which I have been studying and which I have attempted to describe in this thesis.

PART 1

## AMERICA SHAPES UP

American writer J.D. Reed<sup>5</sup> believes that "as recently as 20 years ago for most people, the body was hardly more than an interesting mass somewhere down there below the head. It could be barricaded in gray flannel and wantonly pleased in steak houses and French restaurants. If the body belonged to Clint Eastwood or Sophia Loren, it was interesting. Otherwise, except in bed, it was ignored by the public in favor of more important pursuits like winning the space race or building the New Society. Of course, Muscle Man Charles Atlas beckoned to boys from ads in comic books (Don't let bullies kick sand in your face, weakling) and a few grown-ups even lifted weights at Vic Tanny's."

By the early '70s, however, a sweeping change was literally afoot. At a cocktail party, the old-fashioned kind with fat-laced canapes and spirituous liquors, some gaunt, counterculture Ph.D brandished his glass of club soda and announced

"The Body is the temple of the soul".

It did not matter that the notion was as old as ancient Greece, as recent as the 1910 Boy Scouts Official Handbook: Americans make a specialty of reinventing the wheel every decade or so. The philosophy seized folks overnight, and the sport of mass running had begun. Suburbanities jogged like herds of oestrous gazelles down side streets. Marriages were threatened when one spouse trained for a marathon and never arrived home for an evening meal. Dinner itself became a lean affair of crudites and boiled fish.



No. 2 Ref. 35

Executives started pumping Iorn: and Arnold Sehwarzenegger wrote two best sellers (one for men, one for women) which he recommends weight lifting as the route to physical and mental well being: He now has many followers devoted to his theories (including myself).

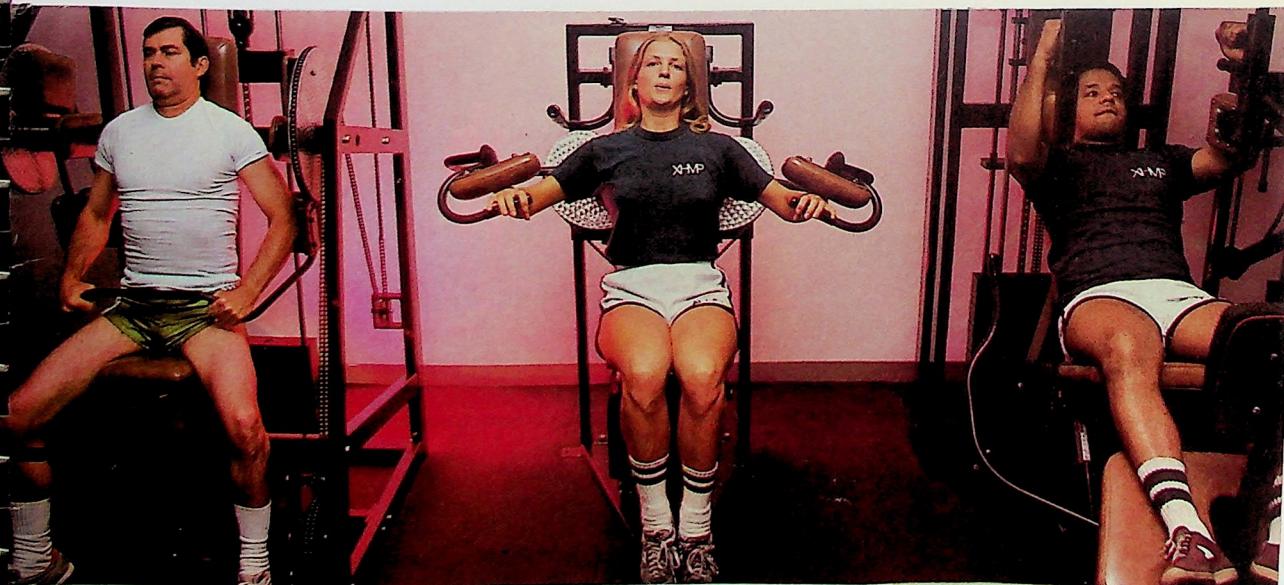
The fitness boom has grown for a decade, and improving the body has become an enduring, and perhaps historically significant, national obsession. These days even the wise guys order a second Perrier.

"On any given day in the US, 70 million americans - almost one half of the population will practice some form of corporeal self betterment". Reed finds this figure a particularly startling one as in 1960 only 24% worked out. Paring it, preening it, pumping it up and pounding it down, the body national is being rejuvenated with a relentless impatience, slimmed with a fanatic dedication.

On jogging tracks, in diet clinics and health restaurants and on the operating tables of plastic surgeons, a wholesale attempt to transform the body is avidly purchased with VISA and Master Card.

To Europeans the story of information systems manager Audley White, reported in 'Time Magazine' is an unusual one to say the least. By 7.15 every morning he is to be found working out in the Xerox Corporate Fitness Centre at Stamford Connecticut, surrounded by \$61,000 worth of chrome, leather and cable: stationery bicycles, cross-country skiing simulators, rowing machines, Nautilus weight stations and racks of dumbbells positioned around the spacious, brown-carpeted gym. Down a hallway hung with modern paintings are whirlpool baths and a sunning room studded with ultraviolet and infra-red lamps. Near by: offices for a physician and a full-time exercise physiologist.

Not long into his daily workout, White has soaked through his T shirt, emblazoned XHMP - Xerox Health Management Program. His face is mottled with exertion, his eyes narrowed to the 1,000-yard stare of a man at the limit of endurance. Beta endorphins, chemicals released by the body during sustained strenuous exercise, calm his nerves, suppress his appetite and relieve his pain. Increased blood circulation as a result of the exercise may improve White's heart muscle. Such are the small miracles of activity: insurance factors in a stressful and sedentary life.



Pumping corporate iron in Stamford, Conn., Xerox executives manage their muscles in the company's elaborate fitness center

Though this \$700,000 Programme is not compulsory for Executives, participation is a route to faster promotion. Maybe White as he pounds out the miles in his \$40 designed running shoes imagines a vice-prsidence waiting for him at the invisible end of the treadmill. In my personal experience young american executives consider dedication to health and fitness as going hand in hand with their Harvard M.B.A. American personnel decisions increasingly take physical fitness into consideration when executive management positions are being filled: A 'ten mile a day' jogging forty five year old runs less risk of having to take early retirement due to heart failure or ill health than the, until now, average over weight expense-account business man.

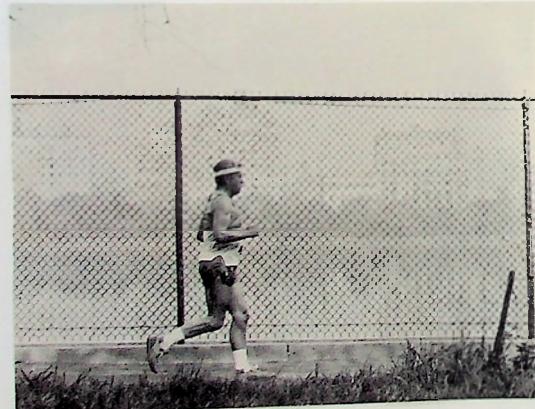
People have become deeply suspicious of the food they eat. Convenience foods and the microwave ovens in which to prepare them have turned the supermarket into an additive minefield: saturated fat, nitrites, saccharin, sodium and caffeine. Shoppers pause, read package labels, searching for poisons real or suspected. Amid the latest warnings about salt, sugar, too much protein and assorted baneful additives, one current bestseller, Jane Brody's Nutrition Book, sensibly advocates a return to a down-home simplicity\* meat, fish and milk in moderation, plenty of green and yellow vegetables, grain and some kind of fruit. "Mirror, mirror on the wall, what's the most carcinogen-free of all?" Thousands of people have even abandoned supermarkets, selecting organically grown guavas and "pure" rice in the nation's 8,000 health-food outlets.



One need not be a granola and bean-sprout faddist now to question processed foods. In the '60s, when Adelle Davis (Let's Eat Right to Keep Fit) preached against the dangers of good old American "enriched" white flour, she seemed no more than another village crank. To consumers obsessed with the astounding levels of sodium in processed foods, the knowledge that two slices of Pepperidge Farm white bread contain more sodium than a 1-oz. bag of Lay's potato chips is now an important fact of life. Label reading is not the passion of a literary or political elite - but a way of life for many.

I consider the Discovery of the writings of Adelle Davis, while researching this study, to have had a considerable influence on my eating habits, state of health and work. The extra stamina gained from healthy eating has given me extra confidence to tackle extra projects I never would have considered before.

Sports Trader Ref. 6. records the Level of sports participation in the US as having reached enormous proportions during the 1970's and although there are now signs of a slowdown in the overall increase in participation, the numbers involved are nevertheless still most impressive to European eyes, even given the fact that the population of the United States is equivalent to the population of the UK, France, West Germany and Italy put together.



No. 5 Ref. 35

The only realistic way of measuring the level of sports participation in any given country is to express the number of participants in each sport as a percentage of the total population of the country. On this basis research by Sports Trader shows that "over half the inhabitants of the United States are swimmers, over one third indulge in general 'keep fit' and one in six go jogging". They were further able to make an estimate of the number of people who take part in various sports on a regular basis and here also the rates of participation are impressive. The table below is based on a total US population of 222 million.

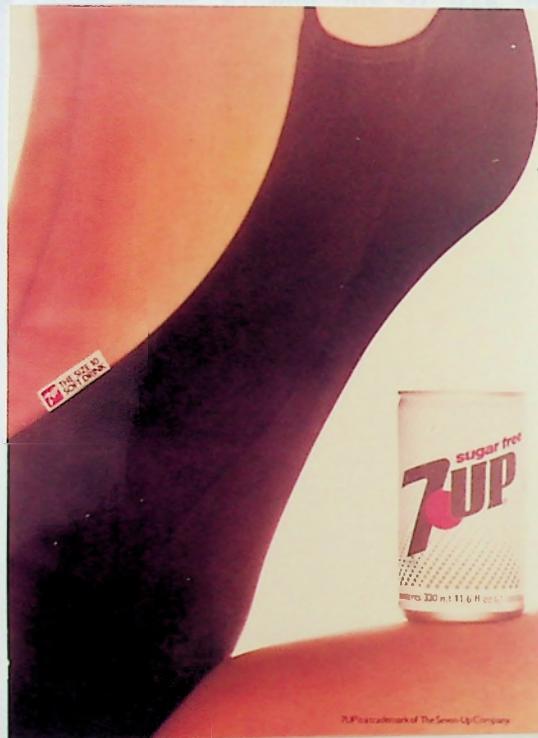
TABLE 1

% of the Population taking part

Sport	At any time	On a regular basis
Swimming	51%	12%
General Exercise	37%	12%
Fishing	21%	9%
Jogging	16%	7%
Softball	14%	5%
Basketball	11%	6%
Tennis	12%	7%
American football	9%	5%
Golf	8%	3.5%
Hunting	8%	7%
Baseball	8%	5%
Skiing	6%	4%

Source Sports Trader - May 1981.

In the US the shopping spree has been a wild one. The market for all kinds of sport shoes alone has reached \$1 billion (ref.6) although perhaps a third of those are worn for fashion rather than fitness, in itself a commentary on contemporary values. While a fraction of these expenditures is not fitness related, Americans also spent \$5 billion on health foods and vitamins: roughly \$50 million for diet and exercise books: \$1 billion on cosmetic surgery: another \$6 billion for diet drinks



No. 6 Ref. 32

and \$240 million for barbells and aerobic dance programs. Health clubs and corporate fitness centers add another \$5 billion, sporting togs and gear \$8 billion, gadgetry - from water filters and orthopedic shoe inserts (\$150 a pair) to stop watches \$1 billion more. Bicycling has rolled to \$1 billion in annual sales. Equipment for enthusiasts ranges from a Raleigh Rapide (\$165) to a \$2,000 Gios Torino, plus plastic helmets and even eyeglasses with rear-view mirrors.

The latest boom: distance swimming, which already accounts for another \$1 billion in swimming pools: goggles, fins, etc. Even walking has become a fitness fad. Major sport shoe companies such as Nike and Etonic will be pacing the market with new models ranging from \$55 to \$70. The almost new field of sports medicine is now a legitimate \$2 billion specialty. The total bill by year's end: more than \$30 billion. The surest indicator of the current dominance of fitness was the flood of applicants for the twelfth New York City Marathon. New York Road Runner's Club President Fred Lebow spent \$1,000 out of his own pocket a decade ago, when 233 marathoners entered the event. This year 25,000 runners applied for 16,000 places.



No. 7 Ref. 35

The numbers are staggering. A record 30 million confirmed runners are lapping about the U.S. Thirteen million beceps builders are working out in the 5,000 health clubs built in the U.S.: 20 million overweight Americans - and 20 million more who believe they are -

will join in the battle of the bulge by dieting this year: and an alltime high of 440,000 patients will elect cosmetic surgery to freshen their features and tuck in their tummies. As if to give the surprisingly durable trend an official fillip, President and Mrs. Reagan have joined the race. A Universal-type weight-lifting machine has just been installed in a spare room of the White House family quarters for almost daily workouts.

Between the calorie counting and aerobic breathing, the yoga and the yogurt, the rolling and the rope jumping, exercised Americans will admire their improved chassis in 300 million sq. ft. of new mirrors. The reflections of these new Adams and Eves glowing radiantly through the steam rising from the hot tubs are provocative indeed.



No. 8 Ref. 35

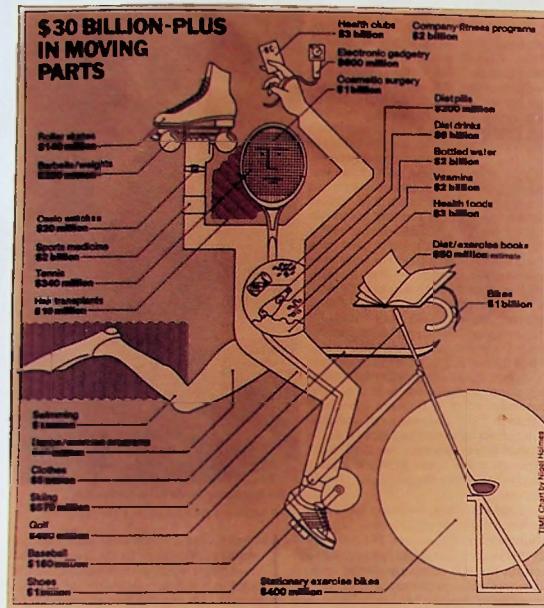
They portend even more than they posture. While Americans may seem younger, feel healthier and slimmer, the passion for muscularity reverberates in the country's collective unconscious. More than waistlines may be getting leaner. In fact the glorification of the body, the absorption with physical beauty, the passion for youthfulness and health that are now part of everyday American life at home and on the job, are transforming the nation's character, like it or not.

Thus the size of the market needed to clothe this teeming multitude of devotees is obviously considerable. Sports Trader estimated that retail sales of all kinds of active sportswear and footwear were worth just over \$10 billion (around £4.5 billion) in 1980, a per capita equivalent of \$47.

Concerning the types of clothing products on the market, Sports Trader found that the most successful in recent years include ski clothing, tracksuits and swimwear. They consider all these have benefited from fashion trends within the US - ski clothing because of the quilted look for rugged outwear, tracksuits because of the general sporty look and swimwear because of the influence of the one-piece competitive maillot on beach fashions referred to in Market Size and Trends.

Time Magazine put the sales of sports equipment, clothing, and related products very graphically on May 7th with this amusing illustration.

*Not*



Sports Trader's overall conclusion for the future prospects in sports clothing and footwear in the US is that the boom period of the late 1970's is over, but that the very fast growth over that period has left a market whose size and variety is big enough to absorb new products and new styles of both clothing and footwear. In particular, there is a good future for those products which offer a 'leisurewear' element.



No. 9 Ref. 35

## FINDING THE TIME

For the analysis of leisure activities and leisure markets, knowledge of the way in which the pattern of leisure time is changing is as important as forecasts of the total amount of time available. Holiday leisure pursuits are naturally very different from those carried out in the evenings of working-days. And the leisure behaviour of the unemployed is likely to be noticeable different from what would occur if the same amount of time were spread out among all workers.

There are three main elements in the leisure time available to people who are working according to Ref. 3:

- leisure time on working days, mainly in the evenings;
- leisure time at the weekends of working weeks;
- leisure time in holiday periods, including public holidays.

Ref. 3 gives us the table illustrated below which illustrates roughly how the average manual worker's time is allocated between these three types of leisure. The estimates are based on time budget data plus information on working hours and holidays for this group of workers. The position for non-manual workers would be broadly similar but with a slightly larger leisure total and somewhat greater emphasis on leisure time on weekdays and in holidays.

TABLE 3

ILLUSTRATION OF HOW THE AVERAGE WORKER'S TIME IS ALLOCATED\*

	<u>Working Weeks</u>		<u>Holiday Periods</u>
	<u>Weekdays</u>	<u>Week-ends</u>	
<u>Hours per week</u>			
Essential activities**	55.0	27.0	82.0
Work plus travel to work	44.0	NIL	NIL
LEISURE	21.0	21.0	86.0
<hr/>	<hr/>	<hr/>	<hr/>
Total	120.0	48.0	168.0
<u>Number of Weeks</u>		46.88	5.12
<u>Leisure hours per year</u>	985	985	440
<u>Total leisure hour per year</u>		2,410	

\* manual workers in 1976: figures are approximate only.

\*\* sleeping, personal hygiene, eating etc.

Source Ref. 3

Of the 8,760 hours in the year, some 49% is probably spent on essential activities. Work plus travel to work currently takes a further 23.5% leaving 2,410 hours, or 27.5% of the total for leisure. Of this, equal amounts equivalent to just over 40% of all leisure time arise on working days or during the weekends of working weeks, while 18% occurs during holiday periods (including public holidays).

Ref. 3 expects the total amount of leisure time available to the average manual worker to rise by nearly 100 hours a year or some 4% between 1976 and 1981. The increase will probably be rather less for non-manual workers, and this growth is well below the 12% rise seen since 1970.

100 extra leisure hours a year would permit rather more than 2 hours to be taken off the average working week. But, as the table below shows, we believe that the bulk of increased leisure will in fact be taken in holiday periods with a further decline in the relative importance of leisure in working weeks, especially at weekends. A strong move towards greater work sharing, discussed further below, could alter this continuing emphasis on holidays.

Ref. 3 forecasts another large gain in leisure time by the end of 1981 and illustrate their forecast with the chart below.

TABLE 4

## LEISURE TIME PER YEAR \*

Amount of leisure time per year available on:	1970		1976		1981	
	Hours p.a.	%	Hours p.a.	%	Hours p.a.	%
<u>Working Weeks</u>						
Weekdays	930	41	985	41	1,010	40
Weekends	1,015	45	985	41	965	39
<u>Holiday Periods</u>	<u>315</u>	<u>14</u>	<u>440</u>	<u>18</u>	<u>530</u>	<u>21</u>
Total Leisure Hours per Year	2,260	100	2,410	100	2,505	100

\* manual workers

Source Henly Centre<sup>3</sup>

These forecasts imply that there will be a notable further impetus to all forms of holiday activities including day trips and excursions, and even DIY, as well as formal holidays away from home. The figures also draw attention to the changing role of both weekends and holidays.



No. 10 Ref. 35

In general, then, the amount of leisure time available has been increasing and will probably continue to increase.

In the past it was possible to make a fairly clear distinction between working days, the two day weekend of the working week, and the holiday weeks when those who could afford it went away. Now, with the growth in holiday entitlement and public holidays and flexibility in working hours (with, often, a shorter day on Fridays), weekends and holidays have become more fluid. With the habit of taking long weekends and short holidays spreading down the social and income scales Ref. 3 have found that the "traditional weekend leisure activities, such as spectator sports, have suffered while holiday type pursuits have gained. They expect this trend to continue, reinforced by the spread of ownership of leisure durables such as caravans and boats".

Three factors which have an effect on the amount of leisure time available and sport equipment sales according to the Henly Centre are :

- A. "the proportion of married women going to work has increased sharply from around 40% to 50%. Although this has the effect of reducing the amount of leisure time, it also increases the discretionary income for expenditure on leisure pursuits.
- B. the raising of the school leaving age and the general increase in further education has led to increased participation in leisure activities. Those in full-time education are more likely to take part in sport than similar age groups who go out to work - probably because more facilities are readily available.
- C. in recent years the increase in unemployment, especially amongst the young, has undoubtedly increased the overall amount of leisure time available".

In general then, the amount of leisure time available has been increasing and will probably continue to increase.



No. 11 Ref. 35

### POPULARITY

The general household survey wished to identify leisure time activities, their popularity, and the types of persons participating in them. - Index A - Ref. 7 made an analysis of these results and identified various clusters of leisure activities that are closely associated, i.e. showing a substantial overlap in participation. These show that on the whole like goes with like, e.g. if one plays one particular outdoor sport, one is likely to play others or watch outdoor sport. Of 21 clusters or sub-groups identified twelve involved mainly sporting activities.

#### Cluster Analysis Groups Based on 74 Activities

Cluster 1 Sub-group 1 Air Sports, other team sports,  
Sailing  
Sub-group 2 Show sports, Hockey, Skating

Cluster 11 Outdoor athletics, rugby, gymnastics, 'Other  
Outdoor sports', watching 'other outdoor  
sports', 'other indoor sports' watching  
'other indoor sports', watching rugby.

- Cluster 111 Camping/caravanning, rambling, mountain-eering, outdoor swimming, other water sports.
- Cluster 1V Sub-group 1 Golf, tennis, badminton/squash, indoor swimming  
Sub-group 2 Football, watching football, table tennis, billiards, darts.  
Sub-group 3 Cricket
- Cluster V Field sports, fishing
- Cluster V1 Bowls, watching cricket, watching other team sports, watching water sports, other entertainment.
- Cluster V11 Motor sports, watching motor sports, ten-pin bowls.
- Cluster V111 Riding, watching horse racing, 'other home based activities', 'other activities'.

Cluster 1 tends to include the expensive sports while Cluster 11 includes a number of sports generally considered to be minority pursuits. Sub-group 1 of Cluster 1V is associated with the managerial and professional groups while sub-groups 2 is characteristic of skilled workers. One assumes Cluster V1 is characteristic of older sports enthusiasts playing bowls, but watching other sports.



No. 12 Ref. 35

SEASONAL VARIATIONS

There are fairly sharp seasonal variations in outdoor sports participation; indoor sports show the lowest participation rate in the third quarter when outdoor participation is at its peak.

TABLE 5

	Proportion Participating in Previous 4 weeks	
	Outdoor Sports	Indoor Sports
1st Quarter	11.9	9.3
2nd " "	19.1	10.6
3rd " "	24.4	8.8
4th " "	13.8	10.4

Source: General Household Survey 1973

TABLE 6

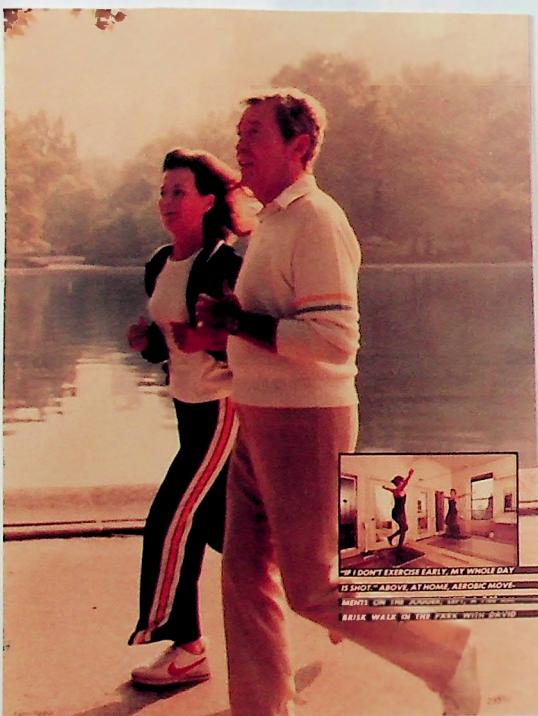
POPULARITY AND FREQUENCY OF SPORTS 1973

	4 Week Participation Rate In Most Popular Quarter				Estimated participation frequency over total pop.	
	Males	Females	All	Rank	'Days per '000 Per Annum	Rank
	%	%	%			
Swimming (outdoor)	5.2	3.9	4.5	1	1,220	4
Swimming (indoor)	4.1	3.2	3.7	2	1,190	5
Fishing	5.8	0.8	3.2	3	990	8
Golf	5.1	1.2	3.1	4	1,480	3
Rambling	3.4	2.8	3.1	5	1,130	6
Football	6.0	0.2	3.0	6	1,890	1
Darts	4.9	1.0	2.9	7	1,830	2
Camping/Caravanning	-	-	2.4	8	610	12
Tennis	2.7	1.8	2.3	9	760	11
Billiards	4.1	0.1	2.0	10	1,040	7
Badminton/Squash Fives	2.2	1.2	1.7	11	790	10
Cricket	2.6	0.1	1.2	12	210	17
Bowls	2.1	0.4	1.2	13	800	9
Ten Pin Bowls/Skittles	-	-	0.9	15	300	15
Table Tennis	1.5	0.4	0.9	14	480	13
Horse Riding	-	-	0.7	16	460	14
Sailing	-	-	0.7	17	170	20
Mountaineering etc	-	-	0.7	18	170	21
Field Sports	-	-	0.6	19	220	16
Cycling	-	-	0.5	20	190	18
Rugby	-	-	0.4	21	140	22
Athletics (Outdoor)	-	-	0.2	22	190	19
Ice Skating (indoor)	-	-	0.2	23	60	23

Source: General Household Survey 1973

### THE MARKET PLACE

We get an insight into the sports equipment market from key notes ref.1 who tell us that this market" is one of the few UK markets to have sustained growth through the economic recession that began in late 1973. The major reasons for this have been increases in leisure time, particularly among white collar workers (blue collar workers have tended to compensate for diminished basic pay rates by increased overtime working), and a sociological trend toward concern over personal physical health, characterised at a mundane level by the current fad for gentle running exercises known as 'jogs', and backed by Government keep-fit advertising".



No. 13 Ref. 35

This trend in physical health is epitomized by the "California Girl" type actress such as Farrah Fawcett and Meryl Hemmingway who smile their perfect smiles at us from TV Sets, Posters and Advertisements and who swim, run, drive, roller skate faster than anyone else both in reality as well as in the roles they play.

Key note explains how:

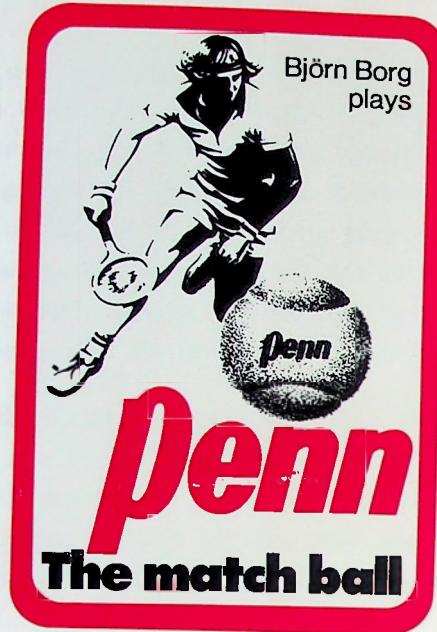
Much of this new ethic has led to attacks on cigarette manufacturers for promoting 'unhealthy' products, and their ability to advertise has subsequently been curbed by a series of legislations. The tobacco companies' response has been entirely predictable. They have put the monies they would otherwise have spent into sports sponsorship so that, currently, superb athletes can be seen displaying a tobacco company's brand name.



**Martine Navratilova**, née en Tchécoslovaquie et naturalisée américaine depuis octobre 1980, actuellement classée numéro deux, adopte toujours le tandem short ou jupe et T-shirt. Minijupe en polyester et coton blanc (225 F) avec un polo en coton rayé orange et rouge (210 F). Kim.

No. 14 Ref. 11

An example of this is Martine Navratilova pictured above wearing the Kim Cigarette Logo. Sports sponsorship is, in fact, vital to the marketplace, since the fascination of watching people compete for large sums of money has led to increased television coverage and, hence, media coverage of sport is general.



Bjorn Borg perhaps the biggest tennis money winner is a sponsor for Penn tennis balls as seen from the sticker above.

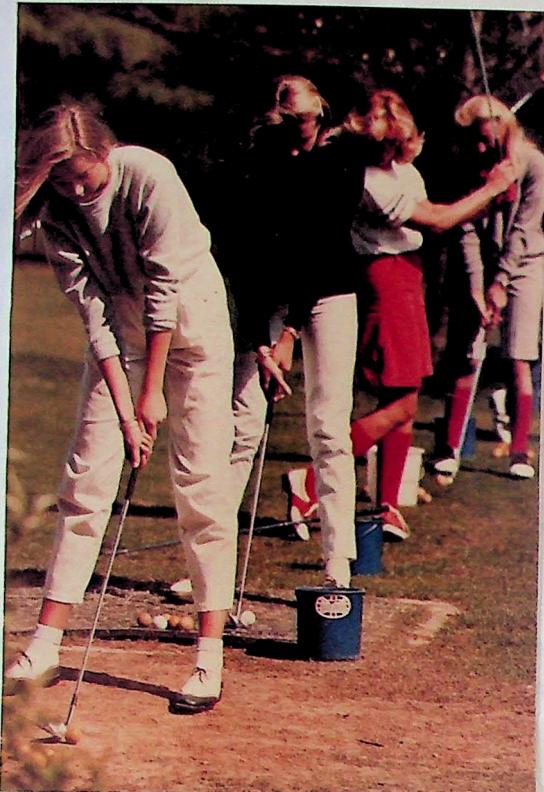
The spin-off is the interest this aroused in the consumer for participating in sport and the consequent purchase of the equipment that enables him to do so.

Key Note<sup>1</sup> believes that sports equipment market " is dominated by Dunlop (Dunlop Sports, Slazenger, John Letters ' Carlton) through its holding company International Sports. Dunlop have around 30 per cent of the total market. Wilson Sporting Goods, a Chicago-based American company, are a major supplier of golf and tennis equipment, and probably are approaching a 10 per cent share of the UK market. Both these companies are involved heavily in the major sectors of racquet games and golf equipment". Beyond these two there are probably no more than a dozen or so companies with a turnover in sports equipment of more than £1m per annum. However, the Department of Industry lists 74 companies classified as sports equipment manufacturers, while the trade magazine, Sports Trader, Bibliography, registers over 800 manufacturers and suppliers in its Annual Buyers Guide. Some of these are large companies operating in, say, the metal or leather sectors who see sports equipment as line-extensions of their existing products.

Clothing manufacturers have also realised that a movement into sporting products opens up new markets thus expanding production and hopefully increasing turnover and profits. Key note tell us "most sports equipment is still sold directly from the manufacturers to some 2500 small retailers, the major exception to this being golf equipment, 80 per cent of which is marketed through club professionals and centrally bought by their own body, the Professional Golfers Co-operative Association".

"Changes in the distribution pattern are taking place, however, as the market begins to interest the large retail groups. Sports goods are being increasingly viewed as an important component of the total market for leisure goods, and Harrods and Debenhams, for example, have opened large sports and leisure centres within their stores".

Harrods in-store development is called Olympic Way and occupies nearly half an acre. Debenhams have been planning to open sports complexes complete with squash courts, swimming pools and so on and have also taken up sports sponsorship. The Lillywhites chain, who major on sports goods, and have manufacturing interests through their control of the London Instrument Co., have a sports store in Cheltenham with floor space of 6,000 sq. ft. and are now opening sports departments on the shop-within-a-shop principle.



No. 15 Ref. 33

Mention has already been made of sports sponsorship. Also necessary to the sports equipment market is the continual growth of sports facilities. Squash is the obvious boom sport. Key Note reports in 1972 there were 696 clubs affiliated to the squash rackets association and these operated, between them, 1287 courts. The latest figures available are the 1976 when there were 1100 affiliated clubs with 4500 courts. By 1978, the number of squash clubs was estimated at 1300. One of the functions of the Sports Council is to help local authorities provide sports centres and despite a total current budget of only £15.2m which is described as 'shoestring' (the Council is asking for £27m for the next financial year), they have done remarkably well. In 1971, there were 43 council-owned sports centres. By 1978, this has risen to over 400 and the Council has set itself a target of 779 centres by 1981".

As mentioned earlier, major developments are taking place within the distribution of sports equipment, especially at the retail end. In November 1977, Hamleys opened a 50,000 sq. ft. sports and leisure goods store in Wigmore Street, London.

Both Rothmans International, the tobacco firm and the leisure and gambling group, Ladbrokes, have moved into sports goods retailing. Ladbrokes have opened pilot outlets in order to gain a 'feel' of the market, while Rothmans purchased Archers of Yardley, the specialist golf equipment retailer. The House of Fraser group acquired Astral Sports and Leisure, which has a number of in-store operations.

Key Note reports that "on the manufacturing side, Kangol, who make such things as crash helmets and car seat belts, set up a subsidiary called Novasport in January 1978. Currently, Novasport is almost exclusively a marketing operation but it is expected that the company will venture into sports goods manufacture in due course. Novasport are handling 400 products in 3000 variations and claim to have the largest branded sports equipment and clothes range in the country. Advertising support for the operation has been in the region of £190,000, £50,000 of which has been below-the-line".

### CONSUMER SPENDING

There are two other sources of information on consumer spending available - the Department of Employment's annual Family Expenditure Survey and the estimates produced by the Henley Centre for Forecasting.

The former, which measures average weekly household expenditure, gives expenditure on sports goods excluding clothing as follows:-

TABLE 7

#### HOUSEHOLD EXPENDITURE ON SPORTS GOODS

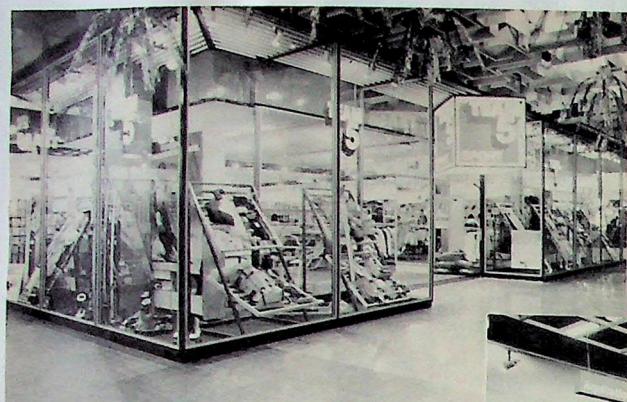
	Av. Weekly Expenditure	H/Holds Recording Expenditure	Av.Exp. Per Rec.H/H	Total Annual Expenditure
	£	%	£	£m.
1970	0.054	4.3	1.26	52
1971	0.052	4.5	1.15	50
1972	0.053	4.6	1.14	52
1973	0.071	4.8	1.43	71
1974	0.089	5.1	1.73	90
1975	0.123	5.4	2.27	127
1976	0.131	5.4	2.40	136
1977	0.146	5.4	2.69	155

Notes : 1) As the number of recording households is fairly small and the standard error is quite large in some cases, a three year average has been taken except for the final year where a weighted average of the last two years is used.

- 2) Expenditure by children under the age of 16 is not recorded, so the actual totals are likely to be slightly higher.

Source: Special Analysis of the Family  
Expenditure Surveys 1970-77

It can be seen that the proportion of households recording expenditure rose quite rapidly between 1970 and 1975. Overall expenditure has more than doubled since 1973.



Team 5, à Saint-Etienne

No. 16 Ref. 4



The Henley Centre's estimates, which cover a rather wider area including sports clothing, show a slightly lower growth trend.

TABLE 8

CONSUMER SPENDING ON SPORTS GOODS & EQUIPMENT

	Current Prices	1970 Prices	Consumer Price Index (1970=100.0)
	£m.	£m.	
1972	159	138	115.2
1973	198	161	123.0
1974	235	161	146.0
1975	281	160	175.6
1976	353	174	202.9
1977	417	181	230.4

Note: Henley estimate that about 45% of expenditure in 1977 went on sports clothing.

Source: Henley Centre for Forecasting.

I.P.C. Marketing Monograph general conclusion is that in volume terms expenditure probably increased by around 50% between 1970 and 1973. The recession halted growth during 1974 and 1975, but in spite of the continuing squeeze on real incomes in 1976 and 1977, demand picked up again in those years.

### MARKET SIZE AND TRENDS

The Department of Industry's Business Monitor series give sales figures for UK manufacturers of sports equipment.

Table 9. UK Manufacturers Sales of Sports Equipment

	1973	1974	1975	1976	1977	1977	1978
£m rsp	42.3	55.4	64.2	76.3	94.7	69.7	74.8
% change	-	+31.0%	+15.9%	+18.9%	+24.1%	-	+7.3%

Source: Department of Industry.

Ref. 8 gives sales figures for UK Manufacturers sales of sports equipment:

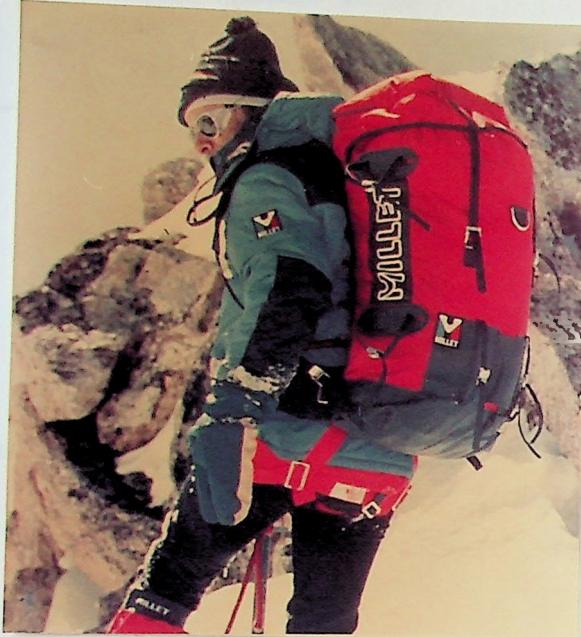
TABLE 10

UK Manufacturers' sales of sports equipment by sector  
£'000 msp.

	1973	1977	% change 1973-1977
Racquets, racquet frames, cricket bats	5008	12371	+ 147.0%
Golf clubs	6991	8877	+ 27.0%
Golf balls (new)	4009	6694	+ 67.0%
Gymnasium equipment and appliances	2366	5130	+ 116.8%
Tennis balls, inflatable leather balls, golf balls (recovered)	4280	11593	+ 170.9%
Cricket and Hockey Balls	322	415	+ 28.9%
Cricket, golf bags etc.	1730	3527	+ 103.9%
Sports gloves	1659	1989	+ 19.9%
Darts & dartboards	2854	2956	+ 214.1%
Skates	N/A	4368	-
Fishing Tackle	2156	4277	+ 98.4%
Table Tennis equipment inc. tables	1126	2592	+ 130.2%

Source: Department of Industry.

The growth sectors of the market are racquet games, darts, table tennis equipment, gymnasium equipment, specialised sports goods carriers and fishing tackle. Golf remains important in terms of value sales because of the high unit costs involved. However, this sector was the first to feel the effects of inflation. That golfers have economised is shown by the sector containing recovered golf balls which continues to enjoy healthy growth.



No. 17 Ref. 31

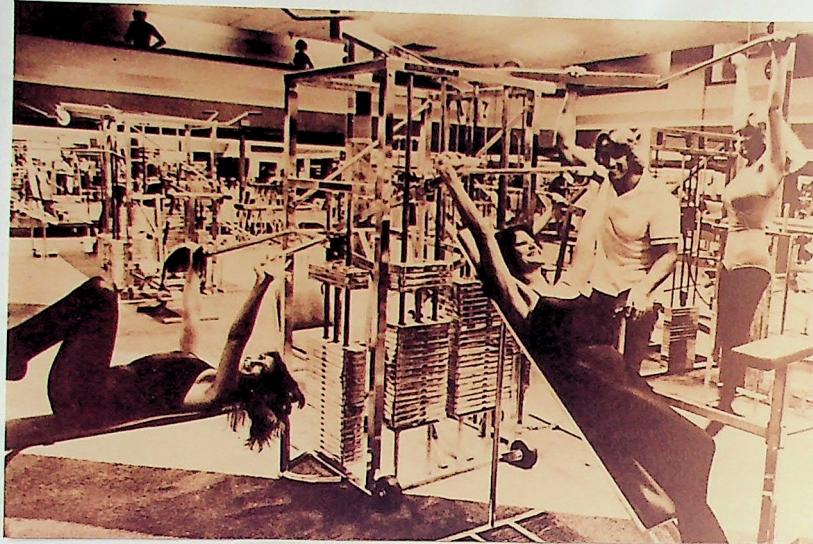
TABLE 11  
MANUFACTURERS' SALES OF SPORTSWEAR  
1971-1977

	Proofed Clothing for Climbing, Ski- ing, Sailing etc.		Non-Proofed Clothing Specifically made for sport		Wholesale Price Index Clothing (1871 = 100)
	£m.	£m. (1971 Prices)	£m.	£m. (1971 Prices)	
1971	1.20	1.20	3.67	3.67	100
1972	1.54	1.45	4.16	3.93	106
1973	2.38	2.13	7.34	6.55	112
1974	2.90	2.23	9.22	7.10	130
1975	4.35	2.90	10.45	6.96	150
1976	6.04	3.57	16.24	9.61	169
1977	6.18	3.25	22.58	11.88	190

Source: Ref. 7.

Sports Trader offers an explanation for this dramatic rise  
(see page )

Between 1960 and 1973 the tennis equipment market grew by about two-thirds in volume and the badminton market roughly doubled. Squash from a much smaller base increased sixfold.



No. 18 Ref. 35

TABLE 13

U.K. SALES OF GYMNASIUM EQUIPMENT 1971-1977

	1971 £m.	1977 £m.
Manufacturers' Sales	1.49	5.20
Exports	0.45	3.43
Imports	0.10	0.73
Home Sales	1.14	2.50

Source: Business Monitor

Ref. 7 reports that along with this rise of 119% in home sales the value of U.K. production has almost quadrupled through the strong export market.

TABLE 14  
MANUFACTURERS' SALES OF SWIMWEAR  
1971-1977

	KNITTED		OTHER		of which WOMENS' & GIRLS	
	£m.	Units (000's)	£m.	Units (000's)	£m.	Units (000's)
1. 1971	2.13	3,420	4.69	4,303	4.98	3,432
2/ 1977	2.38	1,800	22.03	11,360	16.86	7,350

SOURCE\* Business Monitor

Manufacturers' sales of swimwear have more than doubled; in 1977 over 13 million items of swimwear were sold at a wholesale value of over £24 million.



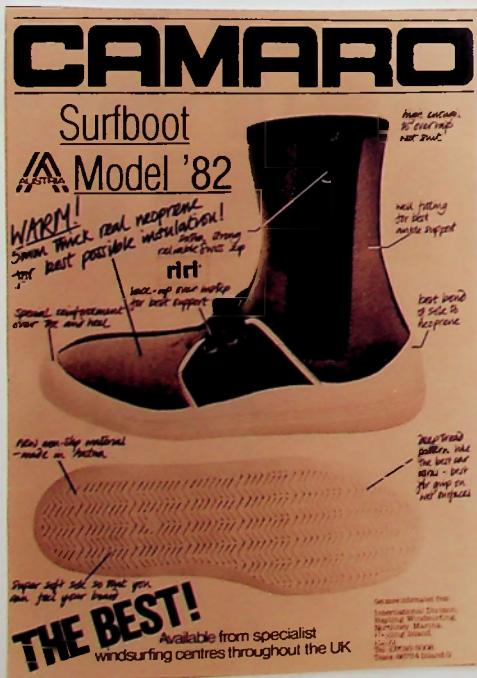
No. 19 Ref. 15

TABLE 15  
MANUFACTURERS' SALES OF SPORTS FOOTWEAR  
1971-1977

	LEATHER		WOVEN MATERIAL		OTHER MATERIAL	
	£m.	Pairs (000's)	£m.	Pairs (000's)	£m.	Pairs (000's)
	1972	6.22	3,346	1.16	1,419	0.83
1977	21.25	5,364	1.75	1,417	4.09	1,490
Total	£m.	Pairs	Source: Business Monitor			
1972	8.21	5,167				
1977	27.09	8,271				

The volume of waterproofed clothing for climbing, sailing, skiing etc. manufactured in the U.K. nearly trebled between 1971 and 1977 and other clothing specifically made for sport more than trebled.

This area has probably grown at a faster rate than equipment during the Seventies, partly because of a change in social attitudes towards dress, which has allowed the wearing of casual sportswear on many occasions other than the playing of sport.



The Surfboot. A relatively new piece of footwear for surf boarders.

In spite of the general recession after 1973 the sports goods market has probably roughly doubled in volume between 1970 and 1978. It is unlikely that any other major consumer sector can claim such a high growth rate.

This growth is confirmed by the rise in industrial production by U.K. sports manufacturers and the even stronger import trend. Imports now probably claim over a third of the equipment market.

Sports clothing and Footwear may well have grown at an even faster rate than equipment. Imports, particularly in the footwear market, have grown substantially.

Expenditure on equipment for racquet games has been one of the main growth areas.

In any month in the most popular quarter, around a quarter of men and a tenth of women take part in active outdoor sports of some kind. The proportion for indoor sports is lower. The young and higher socio-economic groups are most likely to participate. The playing of a particular sport tends to be associated with linked activities, e.g. racquet sports and golf tend to be played by the same people. Outdoor sports participation is very seasonal reaching a peak in the third quarter, indoor sports show less variation. Not surprisingly, cricket and outdoor swimming show the sharpest variations.

PART 11

### SPORT AND CONSUMER PRODUCTS

The advertising world has not been slow to recognise the growing interest in sports and 'keep fit': the American and French Advertising is very strong on the sports theme for consumer products , but other markets seem to be catching on. The sports theme is used to advertise such diverse products as cars, cosmetics, mineral waters, holidays and ironically cigarettes and alcohol.



No. 20 Ref. 13

Sport sells perfume, Coty actually went as far as naming the perfume 'Le Sport'

*Il n'a rien est la brûlure du corps.*  
Rochas.

**Blauer Himmel,**  
strahlende Sonne  
und gleichender Schnee  
auf sonstigen Hängen  
oder Gipfelzacken –  
das ist die prächtige  
Kulisse für die Ferien  
in den Freizeitorten.  
Wie sich die Winter-  
landschaft von jener  
in weicher „Watte“  
hebt, so auch jetzt  
die Mode. „Außergewöhnlich-  
Deutscher“ Superstar  
Birthe ist die Superstar  
der Modeszene.  
Overall machen jedes  
Rennen – Start frei  
für die neuen Trends,  
fotografiert von  
Burda International.

Unter Fotos: Birthe und  
die neue Kollektion der  
Bio-Méteil, rechts am Beobachtungspunkt  
im Schneekabinett in Courchevel.

Die sanfte Welle der zar-  
ten Farben bringt auch vor  
den Schneefeldern nicht zu faul.  
Wie raffiniert Silbergrau und  
Rose wirken, sehen Sie  
am Corduroy-Schal, dem  
lederen Blousondrak  
niedrig von Courreges.

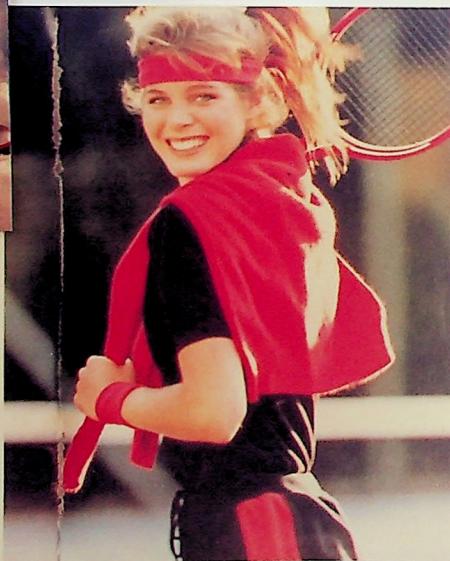
64

# Winterfeien



No. 21 Ref. 10

combination of stamina, strength and  
chias



No. 22 Ref. 35

Tennis sells a moisturising lotion by Stendhal.

**SOUPLESSE: 28 F.**

**FACELLA**

**LA BEAUTÉ  
SANS TROP SE RUINER.  
EN PARFUMERIE.**

Crème protectrice corps.  
Extrait d'ongélique 1% tonifiant.  
Glycérine 5% humectante.  
Pour se faire une peau tout en souplesse.  
Facella, une gamme de produits  
de soin et de maquillage.  
Testis en lotion, 200 ml 4,95 F

Dans les parfumeries Marabout, 7,50 F

POLYGRAPHIE 14.000

No. 23 Ref. 35

Weight lifting sells Body Lotion by Facella.

**TRIUMPH HAS THE BRA FOR THE WAY YOU ARE**

Everyday clothes weren't designed to take the strain of energetic movement. Nor was your bra. You need a bra that moves stretches and bends when you do. One with comfortable, non-slip straps that you can adjust without taking it off. Introducing the Triumph Sport Bra.

There are two styles to choose from in smooth, stretchy Cottylene® fabric exclusive to Triumph. Cottylene is made with Lycra® to give you a firm support without the discomfort you'd expect from cotton.

Pictured here is the Tri-Act™ 2000 with its deep U-back and seamless cups in sizes B, C and D. It's ideal for those who like to play a hard and fast game.

For a more energetic, the high-cutting central strap back Tri-Act™ 2001 is perfect. It too has seamless cups, in sizes A, B and C.

Our latest addition to the range is the Tri-Act™ 4001, made in a new open-knit fabric with cotton, nylon and Lycra®. It's flexible, durable and offers both a central strap. The adjustable straps can be worn in a conventional, halter-back or crossover style.

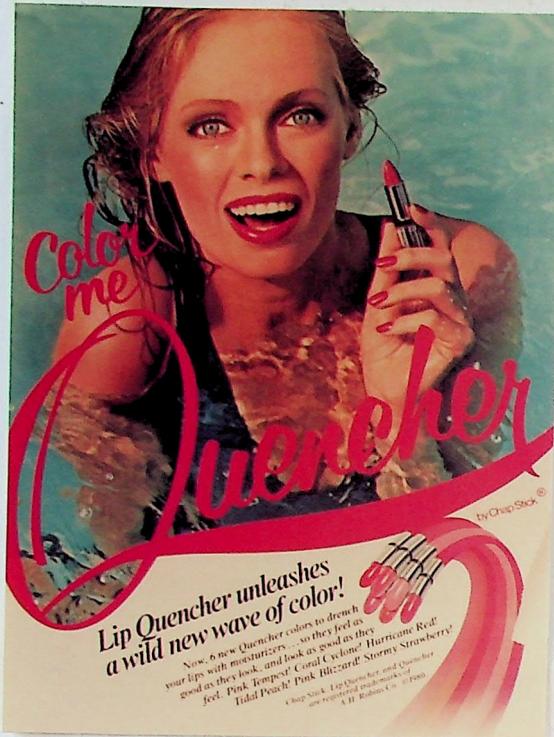
So whatever your game, wear the Triumph Sport Bra and you'll be free to enjoy the action.

© 1984 International Division, W.F. Young, Inc., Springfield, MA 01102  
DÉPARTEMENT INTERNATIONAL, DIVISION W.F. YOUNG INC., SPRINGFIELD, MASSACHUSETTS 01102

**Triumph** SPORT

No. 24 Ref. 32

The locker room look sells Triumph underwear.



No. 25 Ref. 35

Swimming sells cosmetics which protect and moisturise lips.

Who would imagine a preparation we created for the calloused, yet delicate areas on the legs of million dollar thoroughbreds would do wonders in keeping your feet luxuriously soft and smooth?

We discovered a similarity with a thoroughbred's calluses, and the calluses on a woman's foot.

So we refined our basic formula to create Barielle Total Foot Care Cream. It concentrates on calluses. Hardened soles. Chapped heels, arches.

And dry flaky areas in between toes. And it's so gentle. It doesn't contain peeling ingredients or camphors to irritate sensitive skin.

Our thoroughbred did the legwork. So let Barielle do the footwork. And pamper your feet to beauty. From the creators of Barielle Nail Strengthener Cream.

**Barielle**  
Total Foot Care Cream



A thoroughbred did the legwork  
for your soft, beautiful feet.

Benson Wilkes Inc., 598 Madison Avenue, N.Y. 10022 © 1979 Barielle, Ltd.

No. 26 Ref. 9

Horse racing sells foot cream.



No. 27 Ref. 35

Sailing sells a new colour range from Estee Lauder.



No. 28 Ref. 33

Snorkeling sells feminine products

Lady Braun elegance.  
La douceur en douceur.

41



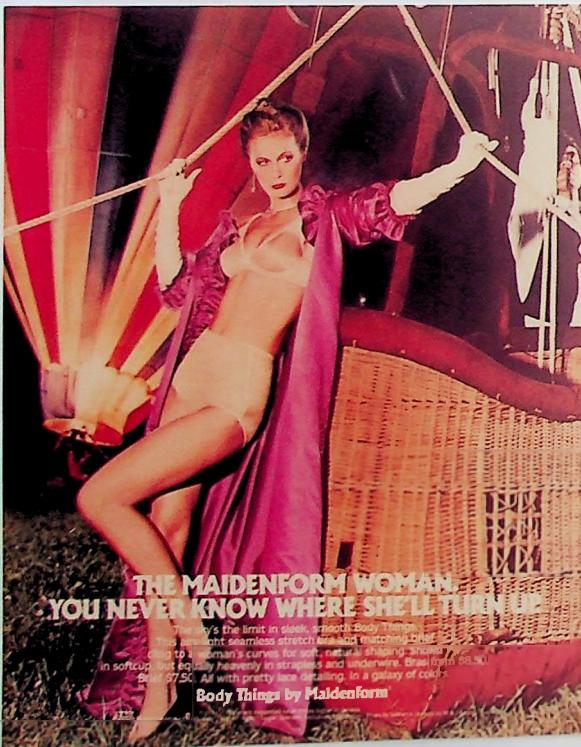
La peau d'une femme est douce et fragile.  
Et elle doit être traitée comme telle. C'est pourquoi  
le nouveau Lady Braun elegance a tout d'abord  
une tête incurvée pour épouser, en douceur,  
le creux de vos aisselles. Une seconde tête, plate,  
glisse délicatement le long de vos jambes,  
et la grille arrondie, recouverte de platine,  
permet une finition parfaite.

Lady Braun elegance. Pile ou secteur.

Le Lady Braun elegance. Si doux, et incroyablement efficace. BRAUN

No. 29 Ref. 31

Dance sells electric razors.



THE MAIDENFORM WOMAN  
YOU NEVER KNOW WHERE SHE'LL TURN UP

The sky's the limit in sleek, smooth Body Things.  
This brilliant seamless stretch bra looks amazing  
clinging to a woman's curves for soft, natural shaping. And it's  
in softcup, but equally heavenly in straps and underwires. Bra \$19.50  
Brief \$7.50. All with pretty lace detailing in a galaxy of colors.

Body Things by Maidenform

No. 30 Ref. 18

Ballooning sells underwear.

**'Ashbourne' Water -  
the natural drink for you.**

Yours is the only body you'll ever have, so it's vital that you look after it well. And looking after your body means taking the right exercise, plus the right food and drink. That's why *Ashbourne* Water plays an important part in helping you to keep fit. It's totally pure English water, without so much as a drop of additives. It comes from natural springs that trickle through the clearing layers of the Derbyshire peaks. Then at Ashbourne, No-one simply bottles it for you, adding nothing but the sparkle.

*Ashbourne* Water tastes delicious on its own, or add it to fruit juices for a deliciously different appeal. And for health enthusiasts who feel a stronger drink won't break the rules - *Ashbourne* Water does wonderful things to wine and spirits too.

**'Ashbourne' Water - a natural for Britain.**

Nestle

No. 31 Ref. 16

Swimming sells mineral water.

*"It looks like a Tia Maria night."*

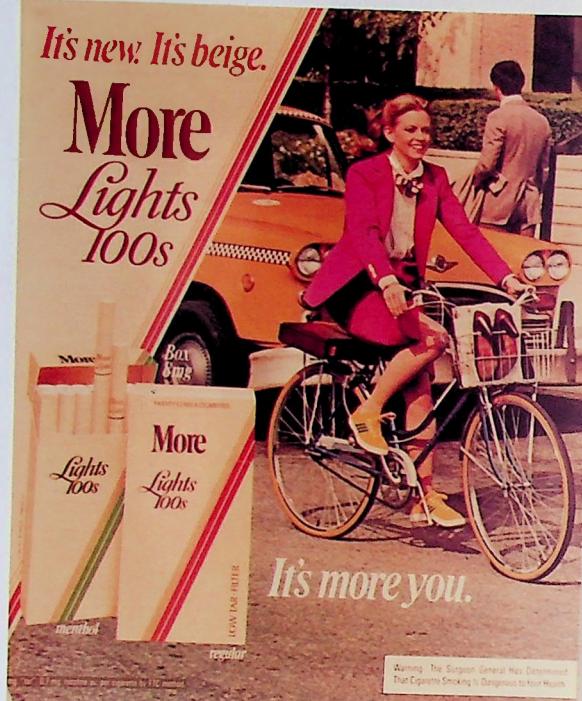
The sky has turned that gorgeous shade of amber and copper. It reminds you of other evenings begun this way.

It reminds you of Tia Maria, the delicious imported liqueur that's the color of a delicious sunset. Tia Maria is amber and copper. Its color is to taste what sunset is to night. A glowing promise of what's to come.

Brand for tempting Tia Maria recipes.  
P.O. Box 252, 2525 Marquette Dr.,  
Miami, Florida 33165

No. 32 Ref. 35

Sailing sells alcohol - Tia Maria.



No. 33 Ref. 9

Cycling sells cigarettes - More : This advertisement is interesting as it is also aimed at the young active executive



*Virginia Slims remains the most popular cigarette among the white company烟民 in the wild outdoors.*



No. 34 Ref. 21

Climbing and the New Freedom of Women sells cigarettes  
Virginia Slims



No. 35 Ref. 19

Beautiful tennis playing women sell cigarettes - Kim:

I personally find advertisements 32, 33, 34 interesting - youth, freedom, beauty and the career girl are images I would not associate with such an unhealthy habit as smoking - this is a good example of Advertisers trying to create an image.



No. 36 REF. 19

Water-skiing youth and vitality sells Club Mediterranean Holiday Resorts.

## Now it's official: Maui is the best.



**The best golf!**

**The best beaches!**

**The best shopping!**

**tennis!**

"How long have we been saying it for years? 'Maui is the best Maui is the best.' And now Hawaii's visitors agree. They call Maui the best Hawaiian island over and over with their best golf courses, their best beaches, their best shopping, their best shops and stores? If you haven't visited Maui, come find out for yourself who's rated the best. You'll see why the best golf courses in the world grow in Maileiales and Kaanapali, why the fascinating shops and malls around the town of Lahaina are the best."

UNITED AIRLINES

activities that just a few days ago Maui's GOLF COURSES - the championship courses at those exclusive resort areas, all within a short drive of our airport - are the best in the world. Maui is the best. Just a few minutes away by plane, you'll encounter the secluded Havens of an other era. John Wayne and Elizabeth Taylor say it too. Maui no ka'oi. Maui is the best."

Maui County Vacation Planning Ad  
Maui County Visitors Association  
P.O. Box 1738, Kihei, Maui, Hawaii 96752

**Maui • Molokai • Lanai**  
The best Hawaiian Islands of all.

No. 37 Ref. 29

Golf and Tennis sell Hawaii and United Airlines.



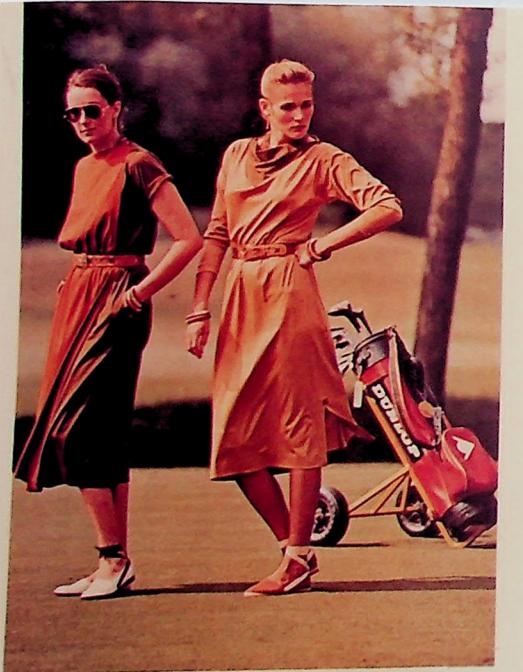
No. 38 Ref. 35

Tennis sells luggage by Filia. Filia are very involved in the sponsorship of sports players, particularly Tennis and Snow Ski personalities.



No. 39 Ref. 4

Tennis sells Trevira synthetic yarn and fabric.

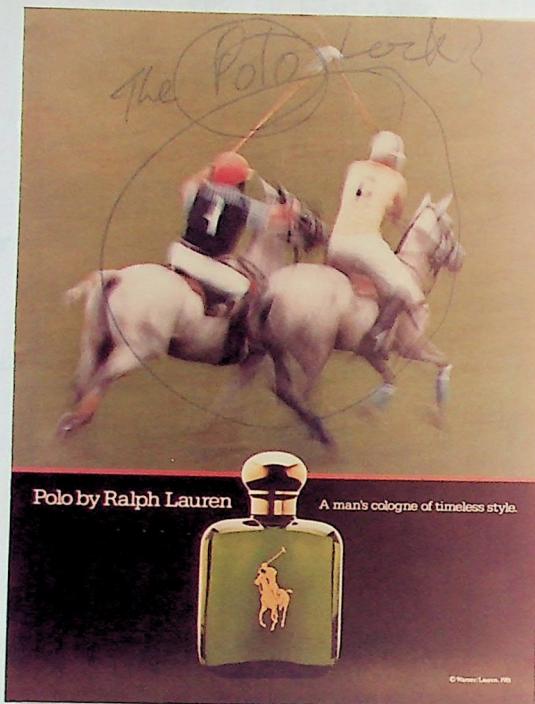


SOLE U.K. agent: Mr. RONALD SAMUELS  
12 Poland Street - LONDON W1V 3DE  
Tel: (01) 734.5002 - Telex 268048

**ENEA  
GABRIELLI**  
Milano

No. 40 Ref. 18

Golf sells ladies dresses by Enea Gabrielli.



No. 41 Ref. 29

Polo Ponies sell mens aftershave for Ralph Lauren, the designer who has taken a polo player as his company logo. The logo now appears on ladies and gents clothing as well as his extensive ranges of cosmetics and perfumes.

When studying the creation of a sporting image for very un-sporty consumer products, I found that a French magazine "Actuel", a weekend publication aimed at family readership, illustrated just how prevalent the practice has become among advertisers - one issue in May 1981 carried 14 advertisements.

- 4 for cars
- 2 for beer
- 1 for Sports shoes

- 2 for Sports Clothing
- 2 for Cigarettes
- 3 for Windsurfers
- 1 for Music Cassetts

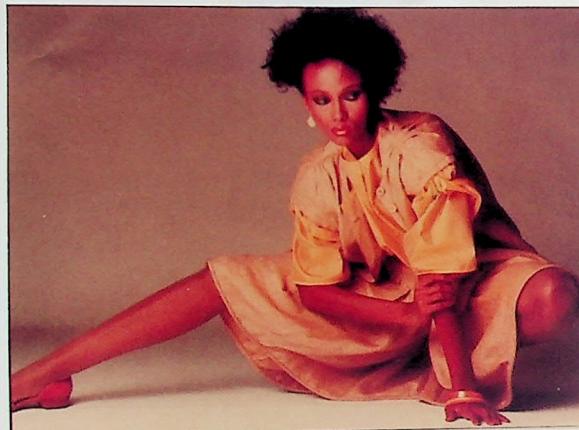
Index 'B'

6 direct sports products, Windsurfers, Running Shoes, and sports clothes.

One of the cars is pictured with a windsurfer on its roof and one of the bears is pictured on a camping holiday: Over half the advertisements in this one issue had a direct or indirect sports theme:

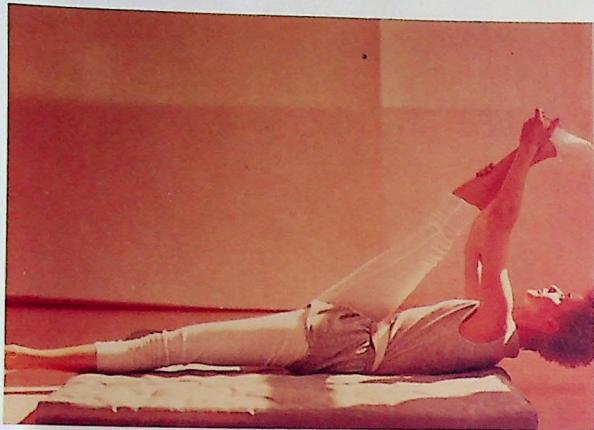
SPORT AND FASHION MODELS

All this activity and energy naturally has had a great influence on fashion photography, and on todays fashion model, she must not only be beautiful but she must also be somewhat of a gymnast.



No. 42 Ref. 18

Iman, one of American's top ten models seen here in pose for Italian designer Armani's clothes, a pose typical of 1980 fashion photography.

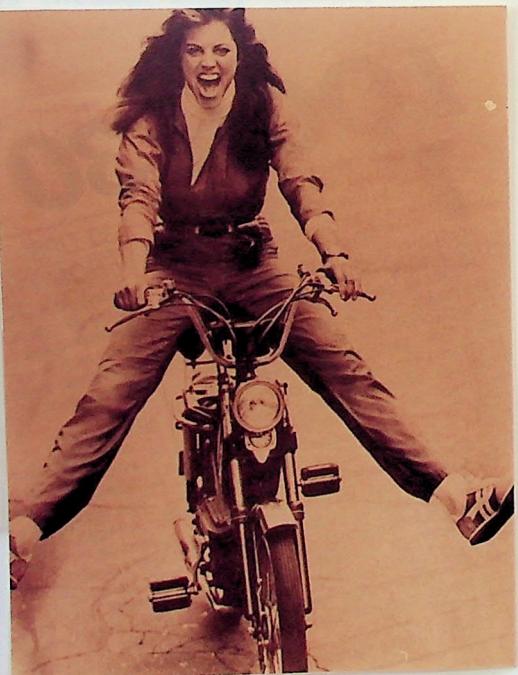


No. 43 Ref. 16

This could be from an exercise hand book, but it is in fact from a Fashion spread in English Vogue.



No. 44 Ref. 14



These two fashion shots show all the Energy and Vitality of todays fashion model.

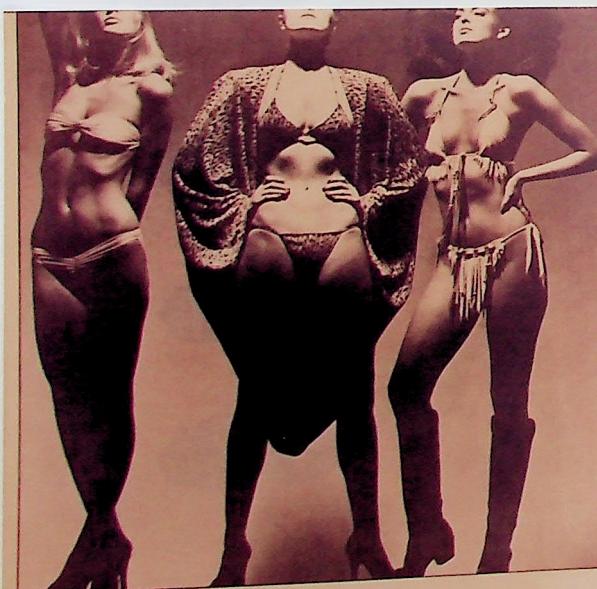
**SHAPING UP FOR SUMMER** by Mary Glennon

The SECRET PART of my diet is... For instance, when I eat a sandwich, I always add a few extra slices of bread. This is because I like the taste of bread more than meat or cheese. I also like to eat a lot of fruit, especially apples and oranges. I never eat anything that's too fatty or too salty. I try to eat as much raw food as possible. And don't forget to drink lots of water every day.

**Sharon's shapely secrets**

No. 45 Ref. 13

Dublin's own Sharon Bacon demonstrates in an article on Beauty Secrets the exercise routine she goes through every morning to stay fit and supple.



**north beach leather**

No. 46 Ref. 17

These three models could only have achieved their slim but strong shape by lots of exercise and healthy eating: I would say that all three work out with weights, particularly the girl on the right.

PART 111

DESIGNERS CREATE "SPORTY FASHION"

In part two we have seen how Advertisers, Photographers and Models have been greatly influenced by the increasing public enthusiasm for sports and healthy living. The Fashion Business and its designers has also felt this enthusiasm, and many have taken this spirit of Freedom, Ease of Movement, and Vitality, and create clothing full of colour and energy. The forerunner of this new look was American designer Norma Kamali, the name of her boutique "O.M.O." On My Own sums up her attitude to clothes.. "I can make something to wear out of anything" ref. 25, she told Time Magazine, and true to it, in 1974 Kamali took a nylon parachute, rip cords and all, and produced the first fashionable jumpsuits. A couple of years later, Kamali, owner of a sleeping bag, realized she would no longer have time to go camping, once her favorite pastime. So she cut up the bag, fashioned a fiber-filled coat and thus was born the precursor of the down clothing rage..

"In 1980" she told Time Magazine " I noticed one day that joggers weren't wearing gray and more, and I thought, hey, what happened to sweat-shirts ? So I bought some sweatshirt material and began cutting and sewing". She had taken the dull, cotton fleece, a staple of Army-Navy stores, and turned it into a line of casual haute couture outfits that could be worn to offices or parties. None of the items sold for more than \$80, and no store could keep Kamalis in supply long enough to satisfy her votaries. In one day, New York's Saks Fifth Avenue sold out its entire stock.



No. 47 Ref. 21

Sweat Shirt and Pleated skirt from Norma Kamali's best selling 80/81 range; when asked if she could explain the fantastic success of her sweat-shirt range by Vogue ref. 17, she told them she believed that :

" There has been the most incredible change in the attitude of women towards themselves and towards their clothes. For instance, in the mid-60's, most women would buy clothes to please their husbands - after all, these men were paying the bills. Then in the '70s, women started working and earning their own money and became more adventurous in their attitudes. Women became more aware of their bodies. They started taking better care of themselves through exercise and diet-and, as their bodies improved, they became more confident. This changed the kinds of clothes women wanted. Today, women are most interested in easy, comfortable fashion. Designers can't get away with tricks anymore".



The pieces in Kamali's new collection for Jones Apparel work together or stand alone. A tunic-length sweatshirt worn belted as a dress, right; over matching pants, below.



**"** Women today want easy, comfortable fashion **"**

No. 48 Ref. 17

British Queen of Fashion - Jean Muir also looks to the movement of the body when designing. She told Vogue ref. 17 "My keys to design are the body (how it moves and what it has to do). The creative spirit, and practicality or versatility". She continues "Most designers superimpose a shape on a shape. I design for a woman's body as it really is. I know what it feels like to wear something that has too much fabric or something cut in such a way that you can't move easily. I always try everything on myself - and I bet Sonia Rykiel does too - and I concentrate on how whatever I am fitting feels and moves." Jean Muir's favourite fabrics are suede and matte jersey knit, two sensuous and comfortable fabrics to wear.

Andree Courreges, when asked by Elle Ref. 26 to explain his "look" in an Article Called:

## Bonjour les sportifs! Salut Courreges!

No. 49 Ref. 26

Hello Sporty People, Hi Courreges summed it up in 5 words - "Freedom, Life, Light (Lumiere) Colour and Fantasy". Since 1961 Courreges has been creating clothes with a difference. In twenty years he and his wife have built up a 150 million franc (17.1 million IR£) business with 60 boutiques and 250 sales outlets. In his Haute Couture and his more recent Pret a Porter ranges he has included a large percentage of Active Sports wear. When Elle asked who wore these clothes, he replied the passionate jogger and their exact opposite, the sports fanatic and those obsessed with comfort. For those who love the world . Active-wear has entered little by little into the modern women's Wardrobe . Preceded by unstructured clothing, the fashion of cotton worn even in winter, and jeans for all hours, even the evening, Activewear has become the base for every put together wardrobe."

"The true "Training" suit, from its origins across the Atlantic has become the fashionable "Sweat-shirt" and the "jogging". The French Pret a Porter business has transformed it for social, economic, and fabric reasons but it still retains its original name."

This year he sold 3.7 million pieces of Actionwear, he envisages selling many more million in the years to come.

\* Note: The english words "Training" "Sweat-shirt" and "Jogging" are in common usage in the Modern French language.

"Activewear (Survetement) will be with us for a long time"  
says Courreges. Seen below.



No. 50 Ref. 26

Pierre Cardin claimed to have seen "Activewear" as a coming fashion look years ago, he told Fashion Showcase, ref. 27 while he watched women having lunch at chic French restaurants in their tennis dresses. "I'd say to myself, Have they just finished playing tennis, and they are sitting in a nice restaurant in their sweaty tennis dresses ? Or, are they going to play tennis after a three-course lunch ? No, I realized they were not going to touch a tennis racket, at least not anytime around lunchtime. They wanted to look active. That was the point. " Cardin also believes "Today actionwear is for women who are active and for those who are not".



No. 51 Ref. 27

Most activewear lines are spectator-oriented for spring '82. Pierre Cardin makes this polished cotton and terry group above in black, white and red so chic, a woman wouldn't dare perspire in it. This is its third season to do the women's activewear line. The look has a man-tailored approach to it without looking unisex. It's chic and the PC logo still holds magic.

"What could be more comfortable to wear than a soft, fleecy sweat suit " he asks. "Even though now it is fashion and it has lost its grey, ugly image, activewear is an alternative to jeans for comfort. Because it is worn in the streets as lifestyle dressing, it has carved its niche as a part of a woman's wardrobe. Like Courreges, Cardin also believes Activewear will be with us for a while. he concluded " the average woman is wearing it for comfort, but also, the true active, sport apparel business is growing and maintaining its growth. People are staying in physical shape, and that's not just a trend".

a ref

### THE DIVIDING LINE

With fashion designers like Kamali, Muir, creating "Sporty Fashion" and like Courreges and Cardin creating "Fashionable Sports" it has become increasingly difficult to draw a dividing line between true sports wear and a fashion garment. Fashion magazines have been presenting fashion in a sports context and what were traditional sportswear manufacturers have been presenting their products as fashion.

For more information circle No. 15

18

Why have Pony become the big international name in Sports shoes?

Because we've developed such a wide range of top quality, specialist designs including Tennis, Squash, Badminton, Basketball, Table Tennis, Gymnastics and more.

Many stars are recommended by big names. For instance, in Tennis we have Tracy Austin, Roscoe Tanner and Ken Rosewall endorsed styles amongst a range of eight Tennis shoes, designed for different courts and playing surfaces.

No wonder we were chosen as the Official Tennis Shoe for the 1980 U.S. Open.

What's more, Pony designs are so up-to-the-minute, they can be worn for leisure as well as sport.

Take the Targa Flex Running shoe (immediately above, far left). An extra lightweight in parachute nylon - with the Pony chevron.

Rated 5 star highly recommended by Runner Wind magazine for a shoe of such high quality, retailing at under £20 it's a real winner.

Pony keeps winning on price. The whole range retails from as little as £6 to £25, competitively priced, but still give the results demanded.

Pony also offer a blue rib lace service. Deliveries when you want them, repeat when you need them.

And the support of a major advertising campaign to help boost sales.

For full details of the Pony range and retail support programme, contact our advertising to the independent Sports Trade Sponsor Ltd., Kingsgate House, Station Road, New Barnet EN5 1HQ. Tel: 01-442 5151.

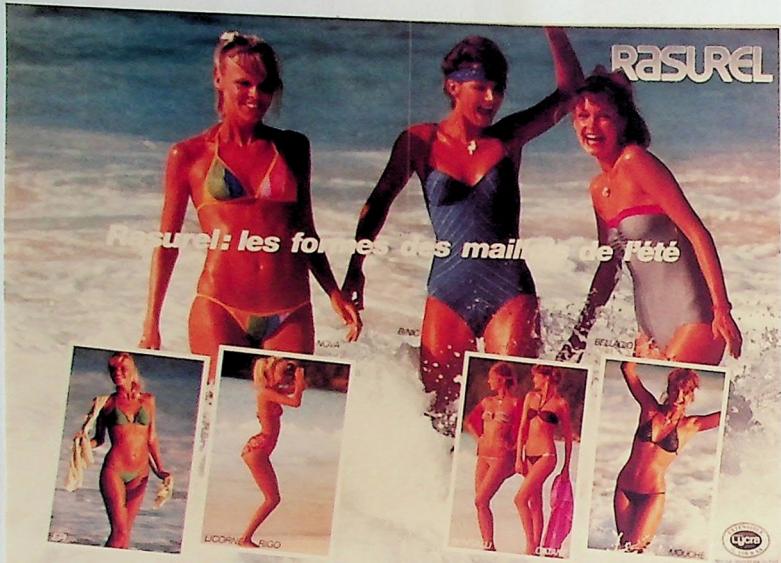
THE MARK OF THE CHEVRON

Sports Trader October 1981

PONY

No. 52 Ref. 28

The large sports equipment manufacturer placed this advertisement in Sports Trader, "Pony Sport" "Pony After Sport", encouraging the wearing of their socks after as well as during sporting activities.

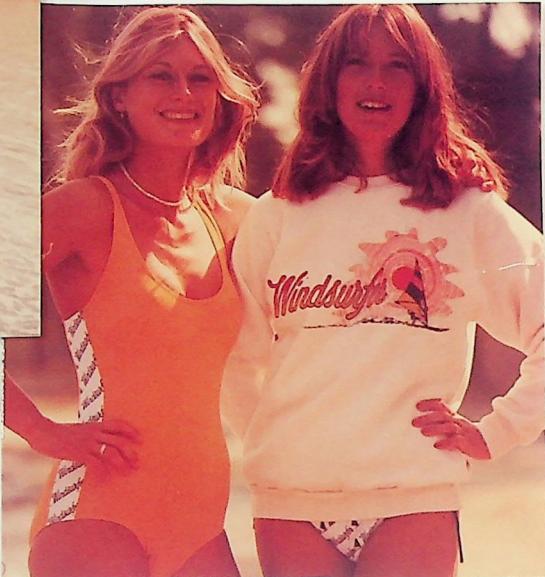


No. 53 Ref. 31

This photograph from a Swimwear manufacturers catalogue looks more like a fashion spread than a sports shot.



No. 54 Ref. 29



4 garments from a large windsurfing manufacturers catalogue -

Which is Sport and which is Fashion ?

No. 55 Ref. 29

Probably one of the biggest activewear successes was the Lacoste look and particularly the Lacoste Shirt. A practical and comfortable garment to play many sports in. A few years ago with the Vogue for "the Prepy Look" this one shirt became not only high fashion, but also a status symbol, as it was and is a very expensive shirt. Inverted snobbery took over and anyone who was anyone was seen in an Old Lacoste. Anyone could walk in and buy a new shirt but "True Sporty Types" or those with "Taste" had been wearing them for years. Second-hand Lacostes had a great re-sale value in American flea markets. Photographed above the J.C. Penney Chain Store's answer to the boom, an exact copy of the original but with the Lacoste Alligator replaced with a fox. As the Advertisement says "The same fit, comfort, quality, looks and easycare fabric as the well known knit, at about \$5 less.

This shirt is one example of a garment crossing and re-crossing the dividing line between activewear and fashion. The white shirt of the tennis court became the multi-coloured fashion shirt, and when it returned to tennis in its coloured version it helped break down the tradition of white only on the courts - a tradition which is rarely adhered to now and even at championship level.

Another striking example of this crossing and re-crossing of the dividing line is the sports shoe.



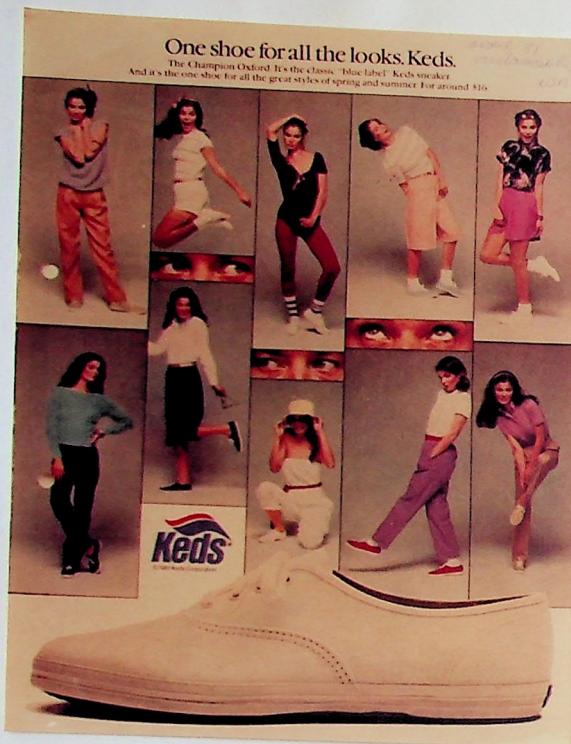
No. 56 Ref. 6

No. 57 Ref. 30



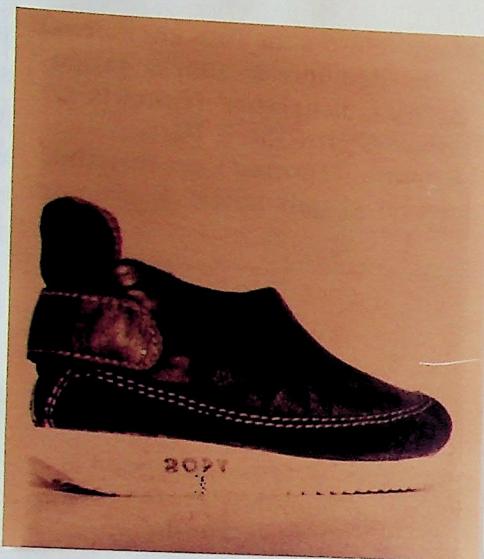
SPIEGEL • 91

Pictured above the "Topsider" sailing shoe and the "Sneaker". These shoes have done the same as the Lacoste Shirt, came to fashion in its original colour (Topsiders Nave blue and Sneaker White). to be re-coloured by fashion, returning to sport where new colours were accepted as new and exciting.



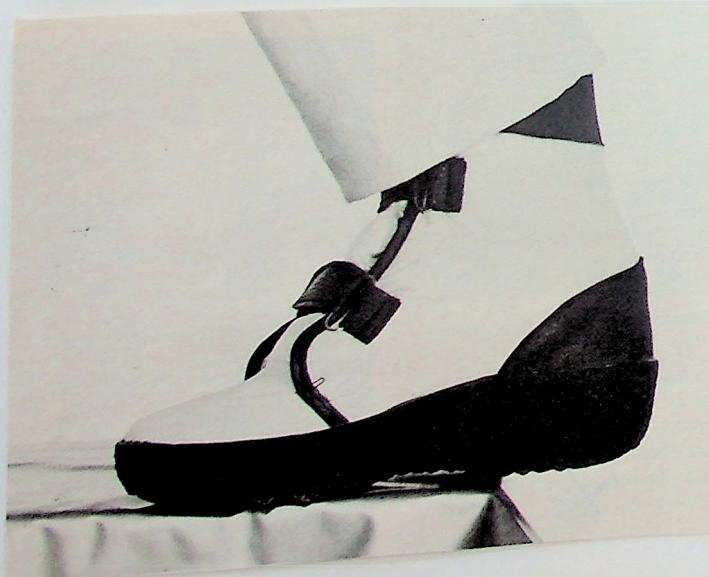
No. 58      Ref. 21

Pictured above, Keds Sneaker in an advertisement from a U.S. Fashion Magazine. Breaking down the barriers, presented on one page as both a fashion and a sports shoe. The Sneaker or tennis shoe has also been greatly influenced in shape by fashion and new technology.



No. 59 Ref. 31

This new approach to footwear shown above, using Velcro as fastenings was quickly adopted and adapted by sports manufacturers. One of its applications seen below was the Apres Ski Boat.



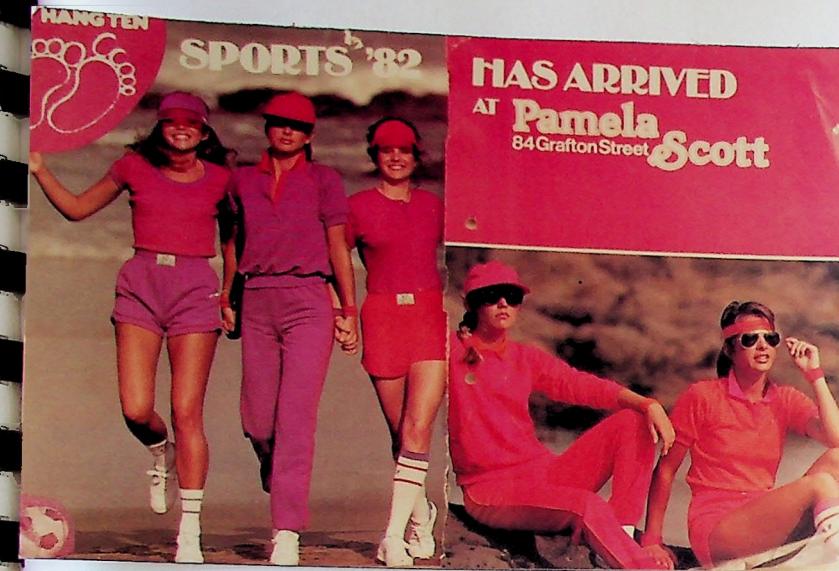
No. 60 Ref. 28

This new form returned to fashion for menswear in 1980 and was so quickly picked up by women that manufacturers could not keep up with the demand. I experienced this myself in Paris and I am still wearing (with 2 pairs of socks) my small size mens shoes, which for the sake of fashion , I bought two sizes too large.

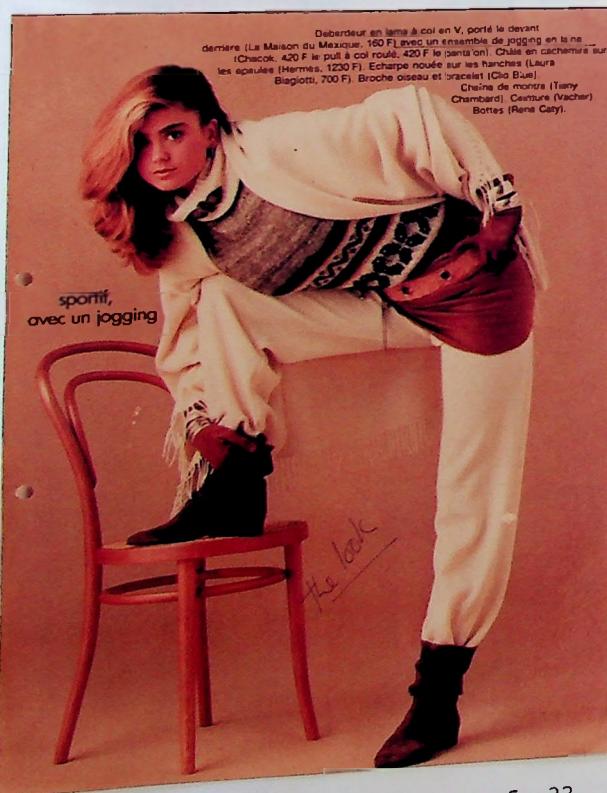


No. 61 Ref. 28

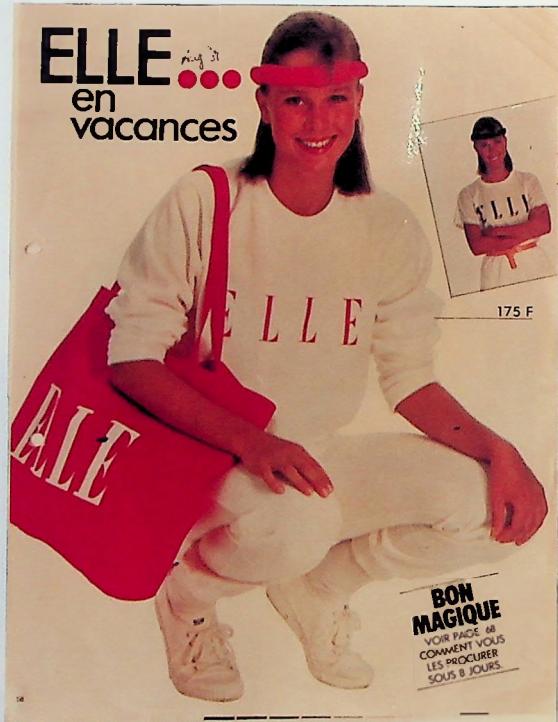
In conclusion, I feel these last seven photographs illustrate just how hazy the dividing line between fashion wear and activewear has become. Numbers 62, 63, 64 show Activewear presented as in traditional fashion looks and 65, 66, 67 show fashion presented in sports settings. Number 68 is from Elle magazine and is a mixture of everything, all on one page.



No. 62 Ref. 32

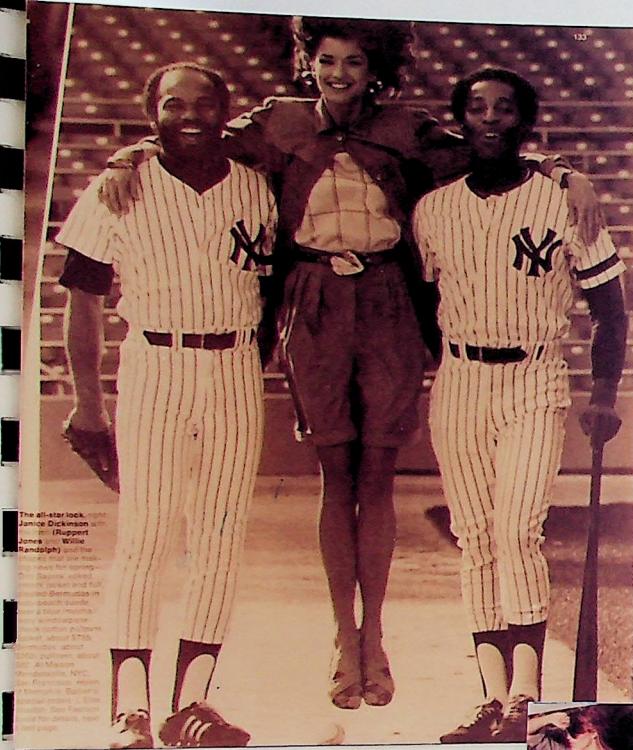


No. 64 Ref. 33

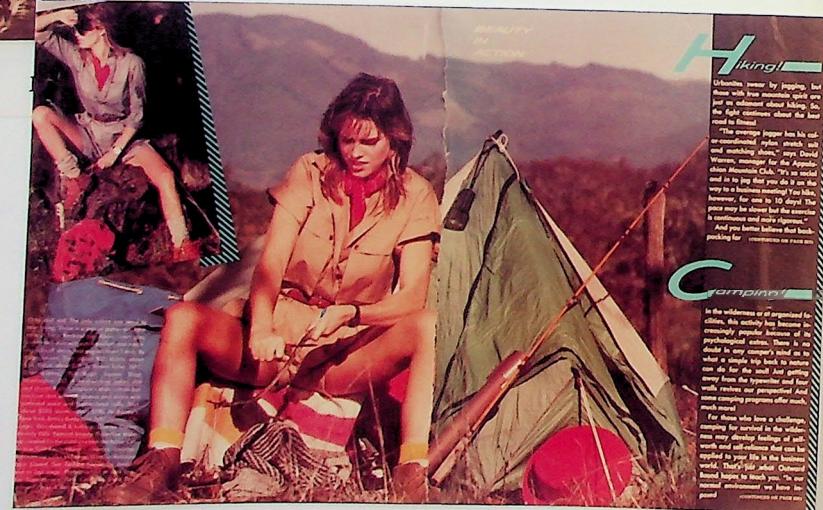


No. 63 Ref. 33

Activewear presented in  
Traditional Fashion  
Looks.



No. 65 Ref. 34



No. 67 Ref. 17

Fashion presented in Sporting Settings.



No. 66

**Hiking**

Urbanites never try jogging. For those with free mountain spirit, however, there's nothing like hiking. The right combination about the right equipment and the right attitude can make all the difference.

"The average jogger has his feet in the ground and his head in the clouds," says Greg Gandy, director of marketing for Columbia. "But a hiker is more likely to be in touch with his surroundings. He's more likely to be in touch with his body and his mind. And he's more likely to be in touch with his spirit."

And you better believe that book packing for a week-long backpacking trip is a whole different experience.

**Camping**

In the aftermath of a generation of city slickers, this activity has become one of the most popular leisure activities in America. And it's not just for the young. People of all ages are finding that what a simple zip lock bag can do for your life is amazing. And what a difference a few days in the great outdoors can make for your health.

For those who have a desire





No. 68 Ref. 26

A mixture of both sport and fashion from Elle Magazine.

SUMMARY

In this study of active sports wear I have shown that the participation in sporting activities is growing, the sales of sports equipment and clothing is increasing. Fashion Designers and Trade Magazines are predicting continual growth in these areas.

We have seen how advertising for consumer products has been influenced by the growing interest in sports, and fashion models have now to be fit and supple to achieve "The Energy Look" required by the 1980's photographer.

We have seen how fashion clothing has influenced sports wear and fashion designers have found a new outlet for their talents in the designing of sports clothing. We have seen the cross pollination between the fashion and sports worlds, with examples of simple articles such as shirts and shoes crossing and re crossing the dividing line, so often, it has become difficult to define it.

I think this interest in fitness and searching for a healthy life-style, the clothes, comfort, and sense of well being that these bring, is a characteristic of our times and will be with us for many years to come.

- Ref. No. 1 Key Notes Business Information  
"Sports Equipment Aug. '79 CTT Library
- No. 2 IPC Marketing Monograph  
"Sports & Sports Goods in the UK" Dec. '78 CTT Library
- No. 3 The Henley Centre for Forecasting Dec. '76  
"UK Leisure Markets".
- No. 4 Gap Sport No. 4 Sept. '81  
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- No. 8 Department of Industry Business Monitor  
P.Q. 494.3
- No. 9 Bazar Sept. '79 (American Edition)
- No. 10 Jardins des Modes
- No. 11 Elle '17 May 1982
- No. 12 Vogue (English Edition) Sept. '81
- No. 13 Vogue (American Edition) April '81
- No. 14 Bazar 'Feb. 82 (American Edition)
- No. 15 Elle June 1981
- No. 16 Vogue (English Edition) June '81
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- No. 23 Vogue (English edition) April 1979

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25 Time Magazine October 5, 1981  
26 Elle March 1982  
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29 Gentleman's Quarterly Aug. '81  
30 Spiegel Catalogue Spring/Summer 1982  
31 Gap Dec./Jan. 1981/82  
32 It Magazine August 1981  
33 Elle August '81  
34 Burda October 1980  
35 Refers to Photographs taken from personal note books of own photographs and cuttings from un recorded sources.  
36 Actuel May 1981

## Leisure activities by age and sex

Great Britain - 1973

Leisure Activity Groups	Age and Sex												TOTAL			
	16 - 19		20 - 24		25 - 29		30 - 44		45 - 59		60 - 64		65 - 69		70 or over	
	H	F	H	F	H	F	H	F	H	F	H	F	H	F	H	F
Active outdoor sports and games	46	20	35	13	31	16	28	14	17	10	15	9	16	7	11	4
Active indoor sports and games	27	15	24	10	21	9	20	10	8	3	4	1	3	1	2	5
Watching sports and games	22	10	21	9	18	6	19	7	15	4	11	3	10	1	8	1
Open-air outings	16	20	22	28	24	28	25	27	20	21	21	19	19	15	12	11
Visits to historic buildings, museums, exhibitions, zoos etc.	6	11	12	12	11	13	12	11	8	8	5	7	6	4	4	3
Cinema, theatre, concerts, opera, shows	36	46	33	32	24	25	18	20	13	14	8	9	8	8	4	4
Amateur music or dramatics	7	6	6	3	4	3	3	4	3	3	3	4	2	3	2	3
Going out for a meal or a drink, dancing, bingo	67	73	83	72	75	64	69	57	64	52	52	37	43	28	28	16
Gardening, DIY, needlework, hobbies	25	22	37	37	49	50	54	50	58	51	55	53	59	50	47	38
Social and voluntary activities, visiting and entertaining, going to clubs	56	70	65	78	72	77	64	71	61	72	63	74	62	73	54	64
Betting, gambling, games of skill, and other activities	25	22	33	27	39	25	36	23	35	23	32	21	31	19	13	33

Source: General Household Survey 1973.

## TABLE B

## Photographs

# V

Ous ne vous intéressez pas à la politique ?

« Vous avez tort, les mecs ! » Un comble : c'est Coluche qui nous alpague il y a quinze jours, lui qui ne votera pas. Raconter sa campagne nous a paru intéressant. Coluche a révélé le vide politique qui hante cette élection. Pourtant, la politique a vidé le clown.

Une bagarre très stricte a banni son langage faubourien de la télé et de la radio. Privé d'images, il a fini par avoir un problème d'image.

L'image, le langage et leur contrôle, voilà notre tendance en ce mois d'élections. Le contrôle de la communication est au centre des sourdes luttes entre les grands groupes de l'audio-visuel. Un langage commun bien lisse suffit peut-être pour tout tenir en main. Voilà pourquoi nous nous glissons dans les coulisses du cinéma français.

Que veut dire la liberté d'expression quand on s'aperçoit que les musiciens afrocubains de New York ne survivent qu'en enregistrant une musique qu'ils n'aiment pas trop, la salsa, contrôlée par un trust spécialisé.

La guerre Pepsi-Coca elle aussi montre bien jusqu'où vont les affrontements d'images aujourd'hui. Et nous avons tellement peur de perdre le monopole du langage qu'on se dispute ferme pour savoir si les singes ont droit à la parole.

Comme le dit Coluche : « Un homme politique qui fait rire n'a aucune chance d'être pris au sérieux. »

Hé, mieux vaut en rire, mais ça n'est pas drôle.

Actuel

College.

## 5-43. Rubriques

### 45. Passions : tennis, météorites et cheval

Que fait de ses milliards un champion de tennis tchécoslovaque ? Comment savoir l'âge de la lune ? Peut-on exporter du sperme de cheval ?

### 54. Une nouvelle drogue à Berlin : la Prusse

Flambée d'admiration pour la Prusse un peu partout en Allemagne, à l'Est, à l'Ouest, à droite, à gauche, même chez des écolos et des anciens maos.

### 62. Pas un geste ou je te grille !

Un gamin de neuf ans braque une grosse banque au cœur de New York.

### 70. Pourquoi Coluche a disparu

Tous ceux qui sont venus le voir quand il avait 11 %. Et comment on lui a fermé la gueule. Le clown en salopette a-t-il fait si peur ?

### 76. J'ai fait les folies de Paris-Hollywood

Que découvre un faux producteur américain qui s'installe dans un palace à Paris ?

### 80. Mais où t'en vas-tu guitare ?

La guitare-bâton montre son nez, suivie de la flûte en altuglass et de l'arc-en-bouche à micro-contacts. Les amphis et l'électronique ont libéré les instruments.

### 88. Ce singe se prend pour un homme

Un singe qui parle est-il encore un singe ? Nous sommes allés interviewer des chimpanzés aux Etats-Unis. Une culture singe est en train de naître.

### 98. Peau artificielle pour les grands brûlés

On a trouvé le truc pour faire pousser de la peau en éprouvette.

### 108. Pepsi attaque, Coca vacille

« Garçon ! un Coca ! » On vous apporte un Pepsi. Qu'est-ce que ça veut dire ?

### 116. Salsa meets jazz : ça fait boum !

Chaque fois qu'un percussionniste cubain débarque à New York, il est meilleur que le précédent : les batteurs de congas connaissent soixante et un rythmes différents.

### 126. Notre imposture chez les riches

Déguisé en maître d'hôtel et femme de chambre, nous sommes partis à la recherche de la France des cousins et des châteaux. Et nous nous sommes fait engager par de curieux patrons.

### 178. Calendrier

**REDACTION :** Jean-François Bizot, Michel-Antoine Burnier, Jean Cratabouille, Elisabeth D., Frédéric Joignot, Jean-Pierre Lentini, Léon Mercadet, Patrick Rambaud, Jean Roux, Roger Sacrain, Patrice Van Eersel. **REALISATION :** Maurice Betite, Marie-Elisabeth Donon, Annie Krivitzky, Emile Laugier. **PHOTO :** Alain Bizo, Claudine Maugendre, Cat Nédonchelles. **SECRETARIAT DE REDACTION :** Christine Altur, Marie Colmant. **GESTION :** Henri de Bodinat, Nicola Jeandet, Michel Vidal-Subias. **FABRICATION :** Jean Massadian. **PUBLICITE :** Véronique Charrier, Sylvaine de Faletans, Patricia Rakany. **VENTES :** Jacques Massadian, Serge Rinaldi. **ABONNEMENTS :** Isabelle Gambier, Rinaldi. **INSPECTION DES VENTES :** Sordiap. **ONT PARTICIPE A CE NUMERO :** Alain Bali, Yannick Blanc, Phil Casoar, Jean-Marie Delmoral, Pierre Edelmann, Patrick Eudeline, Yanne Fagnen, Martin Fraudreau, Paul Goirand, Luis Gonzalez-Mata, Jean Hatzfeld, Patrick Jacob, Nicole Juillet, Anne Le Cam, Lewis Mac Adams, Dan Mac Coy (Black Star/Radar), Michel Maïfiss, Christiane Massadian, Jean-François Rouge, Jim Palette, Pham Thi Tieu Hong, Gilles Peress (Magnum), Sébastien Salgado JR (Magnum), Gricha Schreider, I. Sniti, Thierry Wolton, Bernard Zekri. **PHOTO DE COUVERTURE :** Alain Bizo. **COMPOSITION :** Compo-Relais. **PHOTOGRAVURE :** Malakoffset, J.B. Photolitho. **TIRAGE :** Didier, Edicis. **NUMERO DE COMMISSION PARITAIRE :** 508 17. **DIFFUSION :** N.M.P.P. **DIRECTEUR DE LA PUBLICATION :** Jean-François Bizot. La rédaction ne peut pas être responsable des manuscrits et des photos non commandées. Ce numéro a été tiré à 360 000 exemplaires.

# L'auto de demain est née.



Découvrez dès aujourd'hui la technologie de demain. Les Mitsubishi Colt et Lancer vous font découvrir dès maintenant les performances, les équipements et l'économie de la voiture de demain. Changement de vitesse Super-Shift, arbres compensateurs, diesel à turbo compresseur, direction auto-stabilisante, volant réglable, 4 freins à disques, convertisseur hydraulique anti-vibrations.

Pilotez la voiture de demain, roulez en Mitsubishi.

**MITSUBISHI**  
L'AUTO DE DEMAIN.

# ENDANCES

## *En France les soldats désertent. Irakiens paranos*

### **JEDE : TOUT EST PRÉT**

cas d'invasion soviétique de la Pologne, des boat-people témoins pourront gagner les côtes suédoises à deux cent cinquante kilomètres au nord de Gdansk. La Suède prévoit d'en accueillir neuf mille en deux jours.

### **CHINE : VIVE LE PRÉSIDENT LENNON !**

« Quotidien du Peuple » l'affirme : il n'y a pas encore eu en Chine une seule bonne analyse marxiste-léniniste du Rock. Impossible que les milliards de personnes endeuillées par la mort de Lennon soient simplement corrompues ou décadentes.

### **FRANCE : LES OLIVIERS SONT MECONTENTS**

ans le Midi, quand le vent souffle de la mer, il porte tout un tas de sédiments toxiques qui se déposent sur les arbres. Les forêts du littoral vont se transformer en bois sec.

oitié plus de déserteurs recensés en 1978 qu'en 1973. 4 856 militaires ont quitté les casernes en courant, soit 0,54 % de l'ensemble des effectifs. La plupart appartient à des familles sombreuses et modestes.

ontrairement à ce qu'affirme une grosse campagne de pub, le diamant est devenu un mauvais placement. Le prix des pierres précieuses a baissé de 50 % sur le marché des professionnels. En revanche, les émeraudes, les perles et les rubis montent très fort.

3 million de chèques sans provision en 1980, c'est-à-dire 32 % plus qu'en 1979. Mais le nombre des gens privés de leurs épargniers par les banques a baissé de 3 %.

### **FA : LA POÉSIE AU TÉLÉPHONE**

ous voulez entendre un poème ? Si vous habitez Kiel, Hanovre, Bielefeld ou Mayence, vous décrochez votre téléphone. Un répondeur vous récitera des morceaux de poésie allemande moderne ou classique. Gros succès. Les Allemands vont installer des téléphones poétiques à Stuttgart, Hamburg, Munich, Brême...

### **ETATS-UNIS : CONTRÔLEZ VOS COLÈRES**

New York existe une sorte de club où les excités peuvent venir se dégouliner. Contre dix dollars ils donnent des coups de pied contre les portes et cassent des piles d'assiettes.

Depuis Reagan, c'est Hollywood partout. La location des limousines grimpe en flèche, les dîners fins, les visons et les noeuds de cravates reviennent à la mode. Depuis février, un traiteur en renom de Washington a augmenté son chiffre d'affaires de 20 %.

La prolifération des chiens errants provoque plus de plaintes que la violence et les problèmes de circulation réunis. A New York, les sales bêtes lâchent sept tonnes et demi de crottes et trente-cinq mille litres de pissee dans les rues.

### **UN PEU PARTOUT : LES MÉFAITS DU PRINTEMPS**

La température de la terre va se réchauffer, à cause de tous les déchets qui forment écran dans l'atmosphère. On peut craindre que sous l'effet de la chaleur les roquettes soviétiques ne se déclenchent toutes seules.

Depuis deux mois les militaires s'agitent un peu partout. Putsch ou tentatives de putsch en Espagne bien sûr, mais en Thaïlande, au Soudan, en Mauritanie, au Surinam.

### **GRANDE-BRETAGNE : MONTMARTRE À HONG-KONG**

Douze jeunes « artistes » français ont été arrêtés par la police pour avoir vendu au porte-à-porte des tableaux « typiquement montmartrois » qui étaient en fait peints à la chaîne à Hong-Kong.

### **IRAK : LES SAVANTS AU PIJUAM**

Est-ce la guerre qui rend les Irakiens paranos ? Ils commencent à exécuter leurs savants, sans autre motif apparent que la peur qui prend souvent les militaires devant les gens qui en savent trop.

### **URSS : LES RENARDS SE RECALENT**

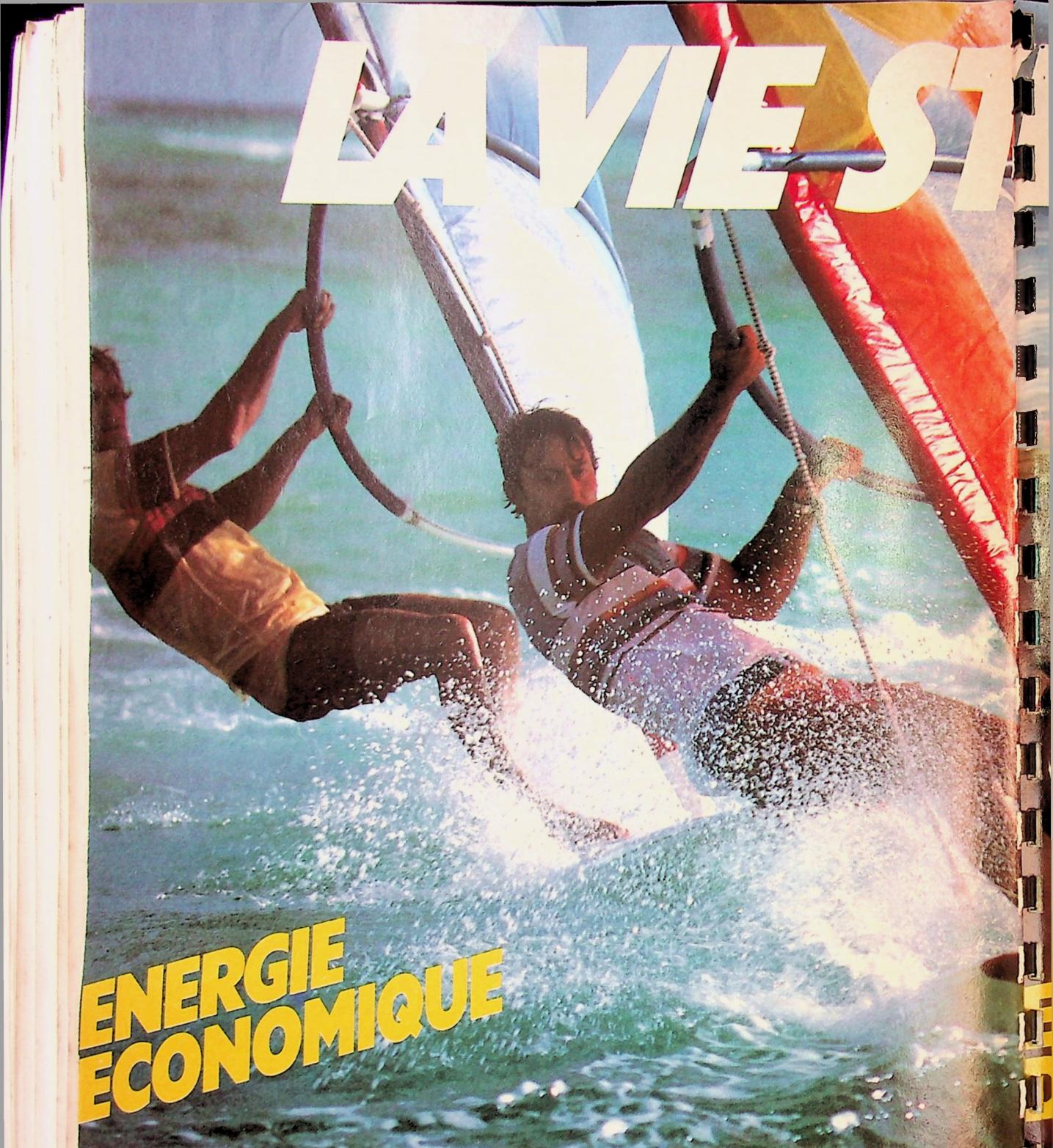
Les habitants de Novosibirsk trouvent la vie difficile. Ils reçoivent à peine soixante grammes de viande par jour. Où disparaît le reste des rations ? Il sert à nourrir les chiens domestiques et les renards blancs qu'on élève pour leur fourrure. Pour avoir un beau pelage, ces bestioles consomment également une telle quantité d'huile de foie de morue qu'il n'en reste plus pour les enfants.

Première prise d'otages dans une prison psychiatrique, en Prusse Orientale. Les prisonniers de Tcherniakhovsk ont retenu leurs infirmiers et dressé des barricades pour protester contre ces médicaments redoutables qui provoquent l'angoisse.

### **JAPON : LAISSEZ VOTRE BÉBÉ À LA CONSIGNE**

A Osaka, au début des années soixante-dix, on avait créé des « hôtels pour bébés ». Il s'agissait d'aider les prostituées et les entraîneuses de bar. Elles pouvaient y laisser leurs enfants plusieurs jours ou plusieurs mois. Aujourd'hui, il n'y a plus assez d'hôtels pour bébés. Deux mille quatre cents baby hôtels accueillent pourtant déjà cent mille marmots.

# LA VIE ST



## ENERGIE ECONOMIQUE

### **Ford Fiesta, la vie à l'aise.**

4 vraies places, un grand coffre, avec rayon arrière, (1.205 dm<sup>3</sup> de volume utile, banquette arrière rabattue).

### **Ford Fiesta, la vie moins chère.**

5,6 l d'ordinaire aux 100\*, 1<sup>ère</sup> révision des 2.500 km gratuite, révisions principales tous les 20.000 km.

\*8,2 litres à 120 Km/h et 7,9 litres en circuit urbain (Normes UTAC).

### **Ford Fiesta, la vie active.**

Traction avant, moteur transversal et du punch en 3,56 m hors pour se faufiler partout.

# LE FIESTA



L'ÉCONOMIE  
S'ENERGIE



FORD FIESTA. 5CV EN LIBERTÉ.

La vie style Fiesta.  
18 modèles 5, 6, 7 cv.  
Essayez la Fiesta de votre choix  
chez votre concessionnaire Ford.



Légendaire robustesse et

# INDUSTRIES

## Détecteur de mensonge, bouteille et petit joint

par Gricha Schreider

### UN PETIT JOINT POUR LA ROUTE

Un barrage de police sur la route. Une voiture s'arrête.

« Soufflez là-dedans, dit le flic.

— Pfou ! »

Le ballon est un peu bizarre, mais l'automobiliste ne s'inquiète pas : il n'a rien bu avant de prendre la route.

« Attendez un moment », dit le flic, et il tend le ballon à un type en blouse blanche qui s'enferme dans une camionnette. Quelques minutes plus tard, le type en blouse blanche revient.

« Positif », gisset-il à l'oreille du flic.

Le flic se tourne vers l'automobiliste :

« Alors, mon gaillard, on s'est roulé un petit joint pour la route ? Rien n'échappe au drogomètre. Suivez-nous. »

Encore une invention qui vient de Californie. Le drogomètre détecte dans l'haleine les moindres traces de tétrahydrocannabinol, le principe actif de la marijuana, même si ça fait deux heures qu'on a fumé son dernier joint. Pour l'instant, l'appareil n'est encore au stade expérimental. Il faut plusieurs heures pour analyser le ballon en laboratoire. Mais son inventeur, le docteur Stanley Gross, pense qu'il sera bientôt aussi maniable que alcooltest.

### LA TELE FAIT LE TROTTOIR

Vision d'avenir : des tas de gens marchent dans rue, la tête penchée en avant, le bras gauche élevé, comme s'ils regardaient l'heure. Ils vont tous dans le même sens. C'est devenu obligatoire. Il y avait trop d'accidents : on a dû instaurer des sens uniques pour piétons, des rambardes de

sécurité le long des trottoirs et supprimer les réverbères.

Les responsables de ce nouveau coup porté à la vie sociale sont les Japonais. Ils ont trouvé pire que le walkman : la tête-bracelet.

Pour ça, il fallait miniaturiser, inventer un autre système que le tube cathodique pour former l'image. Les Japonais ont conçu un écran à cristaux liquides, comme pour les montres et les calculatrices. L'écran, extra-plat, se regarde à la lumière ambiante. Plus il fait jour et plus l'image est nette. Il a l'avantage de consommer dix mille fois moins d'électricité qu'un tube cathodique.

Matshushita, Toshiba et Hitachi viennent chacun de mettre au point un prototype. Le plus petit, celui de Toshiba, a les dimensions d'une calculatrice extra-plate et ne pèse que trois cents grammes. Le problème, comme on vise une clientèle jeune, c'est d'arriver à produire des engins pour moins de 2 000 F.

Seiko, le fabricant de montres, semble avoir pris une longueur d'avance. Il est le seul à présenter un véritable prototype de tête-bracelet. L'image, légèrement bleutée, mesure vingt-trois millimètres sur trente trois. Elle devrait être vendue pour 800 F maximum en 1983.

### LES ALCOLOS NE FONT PAS DE VINAIGRE

Pour étudier les effets de l'alcoolisme, des chercheurs faisaient picoler des rats de laboratoire.

« Horreur ! s'écrient les adversaires de la vivisection. Vous n'avez pas honte de saouler ces pauvres bêtes ?

— Les rats tiennent l'alcool beaucoup mieux que nous, répond le docteur Timothy Peters, chercheur britannique. Un rat qui aurait la taille d'un homme pourrait s'envoyer douze bouteilles de scotch par jour sans risquer la cirrhose. »

En cherchant à percer le secret de leur endurance, Peters a découvert que les rats ont un métabolisme complètement différent du nôtre. Les cellules de leur foie possèdent des organes spécialisés pour dégrader l'alcool en acétaldéhyde puis en vinaigre. Cette réaction se produit aussi

chez l'homme, mais beaucoup moins bien.

Ça fout par terre toutes les théories de l'alcoolisme faites à partir d'expériences sur des rats.

Quand il a voulu voir ce qui se passait vraiment dans les cellules des alcoolos, Peter a trouvé qu'ils manquaient une enzyme, celle qui transforme l'acétaldéhyde en vinaigre. Du coup, cette substance s'accumule dans le sang et réagit avec des molécules du cerveau pour former un dérivé de l'opium. Résultat : dès le premier verre, le type se met à planer. Il en reprend, et comme ça ne lui donne pas d'agrements d'estomac, il devient encore plus accro.

« Si ça se trouve, conclut Peters. L'alcoolisme serait dû à une anomalie génétique. Les gens auxquels il manque la bonne enzyme seraient disposés à boire. »

### UN BON TRUC POUR LES MENTEURS

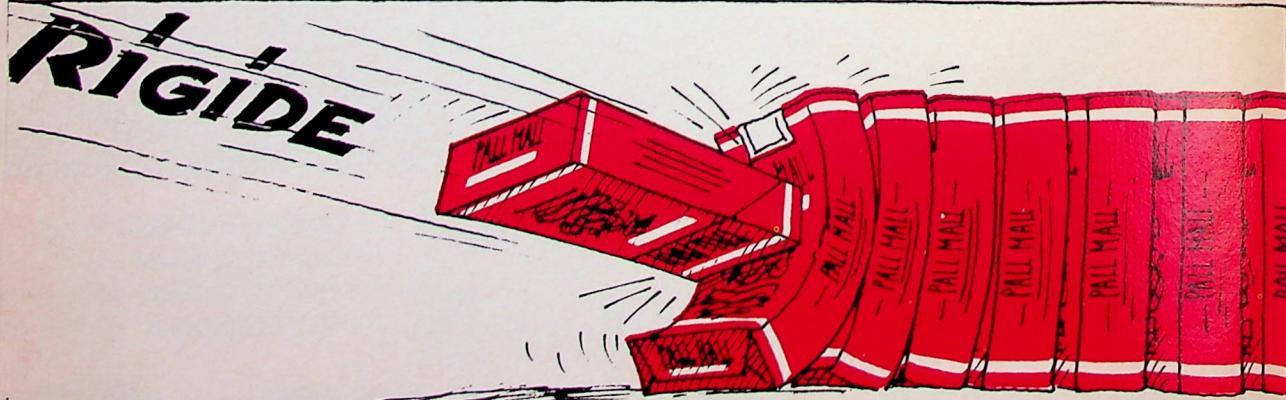
Le détecteur de mensonge, ou polygraphie, a un petit avant-goût de chaise électrique : on vous colle des électrodes sur la poitrine et sur les mains, et on vous bombarde de questions embarrassantes. Lorsque vous dites un gros mensonge, votre cœur bat plus vite, votre respiration devient saccadée, les paumes de vos mains transpirent et la résistance électrique de votre corps diminue.

Le docteur Martin Orne, de l'université de Pennsylvanie, n'était pas convaincu de l'efficacité de la machine. Pour vérifier, il fit l'expérience avec quarante-quatre étudiants volontaires qu'il répartit en quatre groupes.

Au premier groupe, il donna l'ordre de répondre la vérité aux questions des examinateurs. Aux trois autres, il demanda de mentir. Mais l'un des groupes de menteurs reçut des comprimés d'Equanil, et un autre de faux comprimés : Orne lui-même avait menti en disant aux cobayes que c'était de l'Equanil.

Et puis tout le monde passa à la question.

Résultat : la machine désigna correctement tous ceux qui avaient dit la vérité. Elle détecta les trois-quarts des menteurs qui n'avaient pas pris de tranquillisant, et elle se planta complètement avec ceux qui en avaient pris.



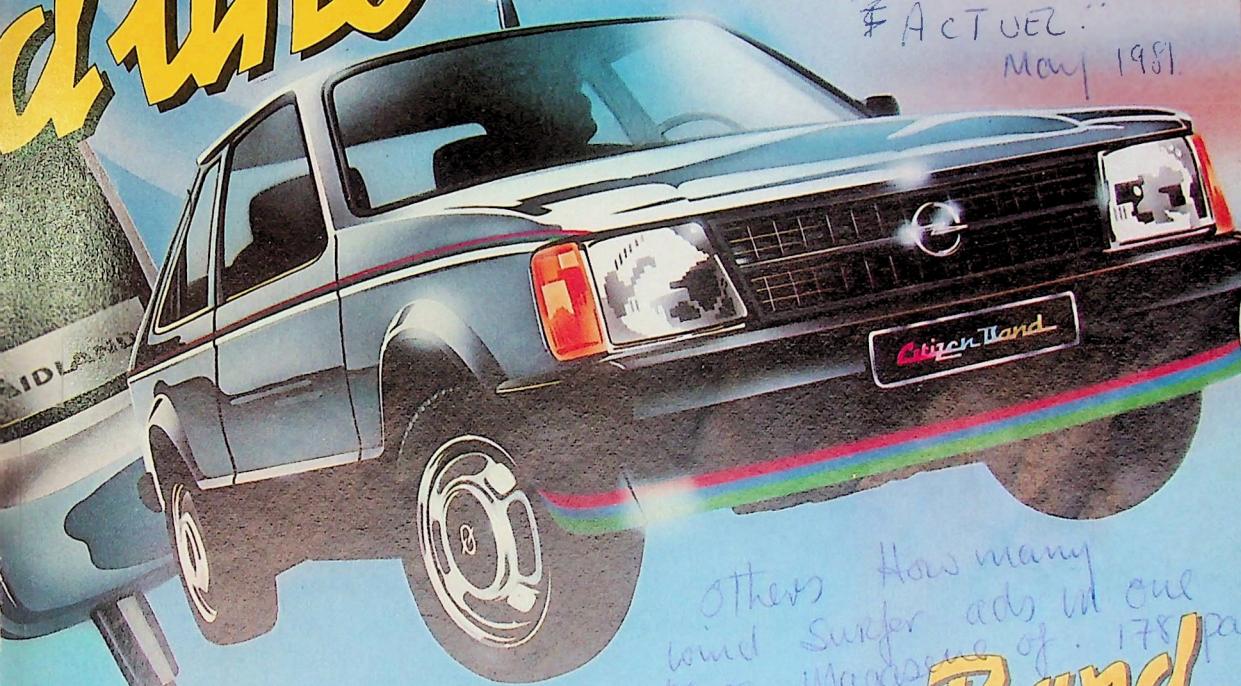
PALL MALL FILTRE  
American tobacco Company.

# Tu parles d'une voiture!!!

Type of Treatment.

ACTUEL:

May 1981.



Opel Kadett Citizen Band  
SÉRIE LIMITÉE  
INDEX B



changer de ton dans  
mobile. Opel lance un super  
voiture : la Kadett CB. Une série spéciale  
à incorporée. Elle a tout pour faire  
elle.

KADETT CB : ÉQUIPEMENT AFFIRMATIF ! Volant sport, compte-  
taché, siège arrière. Question gueule, tu la reçois 5/5 :

à métallisée, bande latérale tricolore, sigle exclusif CB.

KADETT CB : ELLE ROULE QRO ! Traction avant, 6 CV, jantes  
et question de route, tu peux la moduler sur toutes  
vences. Elle reste branchée !

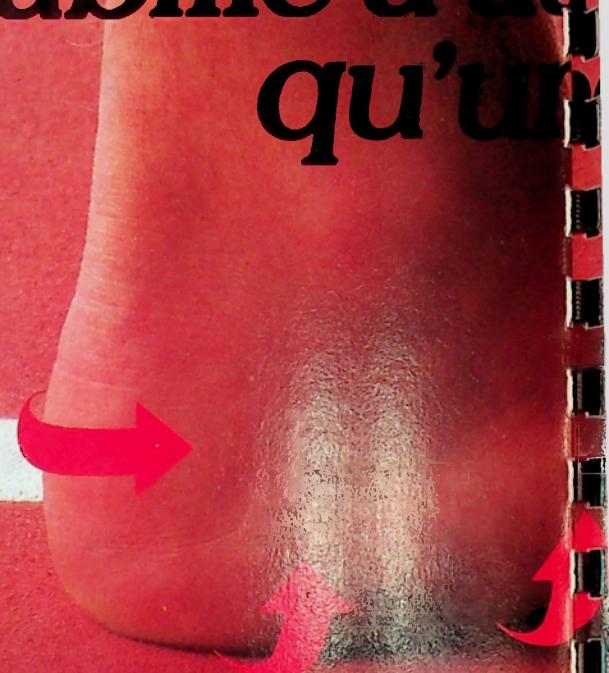
LA KADETT CB : UN PRIX CHARLIE BRAVO ! 37.200 F\* seulement.  
CB comprise (22 canaux FM, 2 W). Mais attention, c'est une série  
limitée. Ne reste pas en stand by<sup>3</sup>. Branche-toi vite sur la longueur  
d'ondes de ton concessionnaire Opel. - Roger<sup>4</sup>.  
Allez 73 + 51 + 88 !<sup>5</sup>

LEXIQUE CB : 1. voiture - 2. super - 3. attente - 4. compris - 5. amis, poignée de ma-  
grosses bises.

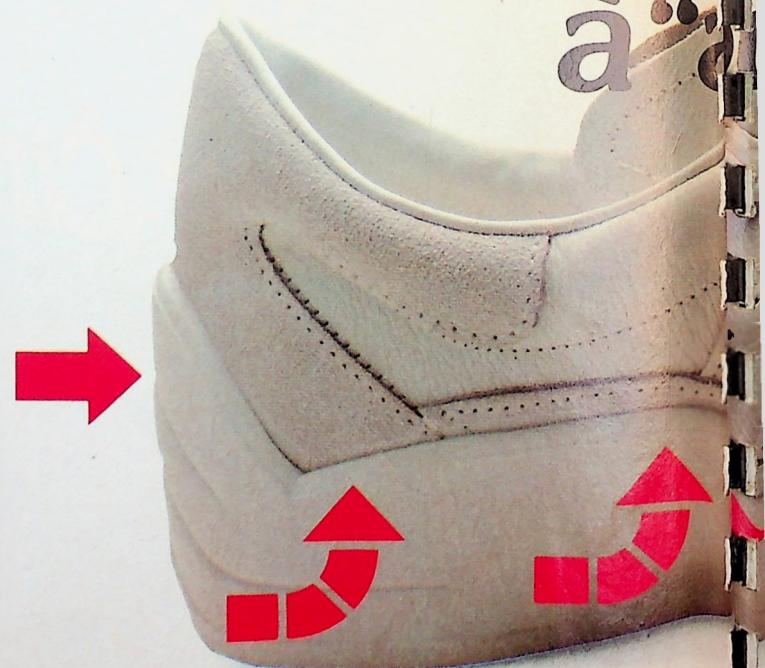
\* Modèle 81 - 1200 S - 3 portes. Prix clés en main.

AVEC OPEL, VIVE L'AUTO

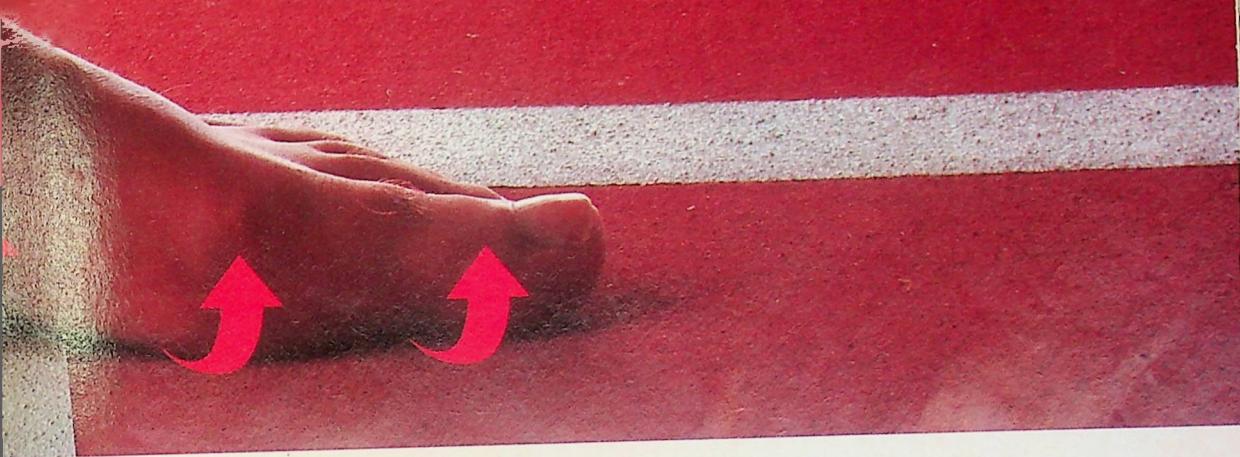
Un pied habillé a au  
qu'un



TBS a créé les p  
à "d



# le droit de respirer d'nu.



## nières chaussures ulsé."



Un pied privé d'air dans une chaussure de sport, c'est antinaturel et malsain. Preuve en est, tous les désagréments (mycoses, champignons, ampoules, etc.) dont se plaignent de nombreux joueurs de tennis.

Aussi, après des recherches en laboratoire et des enquêtes auprès de joueurs professionnels, TBS crée une chaussure de tennis révolutionnaire : une chaussure à "air pulse". Le système à "air pulse" combine deux éléments totalement nouveaux, une réserve d'air et une ventilation intérieure. La réserve d'air est située à l'intérieur du talon. A chaque retombée du talon sur celle-ci, elle est utilisée comme une pompe pour renouveler l'air à l'intérieur de la chaussure.

Avec son système à clapet, cette pompe aspire l'air pris à l'extérieur pour le faire circuler à l'intérieur. Ceci, grâce à une première pourue de canaux de distribution. Cette véritable chambre à air joue le rôle d'amortisseur lors des retombées du pied.

Par ailleurs, cette chaussure bénéficie de l'avantage technique propre à toutes les chaussures TBS : la "voûte plantaire suspendue" qui atténue jusqu'à environ 30% des répercussions d'ondes de choc le long des jambes. Il existe plusieurs modèles de chaussures de tennis TBS en toile et en cuir, en vente chez les meilleurs spécialistes du sport.

**TBS. L'imagination technique.**

# MÜTZIG FOLKLORIQUE



MÜTZIG. UNE GRANDE BIERE ALSACIENNE  
QUI ENTEND LE RESTER

## Quand le silence prendra la parole

ons le silence. Un moment — Donnons la parole. Parce qu'il est une autre forme de paix — un dialogue qui fait du mot le temps nécessaire à la fin du silence. Imaginons alors un silence, où nous n'aurions plus de parole, ça éviterait l'air, lancées comme ça, il aura plus de mots.

Il sera alors un silence d'entre deux, sans conséquence. Et le silence sera pas celui qui, le dernier mot, imposera le dernier mot, mais le premier silence.

Certains mots, qui font souvent si peur, on n'ose les prononcer, sont d'eux-mêmes, par un simple effet, aussi fait se simplifier. Ce n'est pas « Silence », Untel, Mais... Et d'autre chose.

On se comprendra à demi-silence. On pourra se dire dans le silence de la mer, comme on se comprendra aujourd'hui dans un flot de paroles. Les silences d'Evangile deviendront des silences entre eux. Quand, au Tribunal, on criera « La vérité est à la défense », il s'en suivra un silence de mort. On n'en viendra plus aux mots, mais aux silences.

Toutes ces affaires, qui passent trop souvent sous silence feront enfin du bruit. Mais s'il s'agit d'une simple affaire de mots, ce deviendront ceux qui font des affaires de simples paroles, ceux qui ont la parole et qu'ils ont de l'argent, ceux qui font l'argent sous silence, ceux qui sont en concurrence avec l'argent et ceux qui ont à faire le tout sur leurs affaires, et qu'il ne faut jamais sortir de parole.

A écouter aussi des chansons de silences, on ne tiendra plus compte ni de la musique, ni des paroles, mais des silences.

Des disques entiers de silences. Des plages silencieuses, des plages entières de silence, des grèves désertées par la parole. Des grèves silencieuses. Même si une grève essaie toujours de faire le plus bruit possible. On entendra la grève de ceux qui en ont assez du travail, de ceux qui en ont assez de ne pas avoir assez de travail, de ceux qui en ont assez des transports en commun, ceux qui en ont assez d'être tassés dans les transports en commun, ceux qui veulent mettre leurs transports en commun, ceux qui en ont assez de transports, ceux qui se sentent communs dans leurs transports, ceux qui ont un silence admiratif pour tous ceux qui les transportent. On entendra très bien la grève de ceux qui dorment pendant le jour, celle qui travaillent dans le sommeil dans les transports en commun, de dodo au boulot, en ouvrant la bouche du roulage, d'un dodo sans boulot, d'un roulage, de dodo sur les rails, les noix de coco sous le soleil, de boulots dans les roulages, de roulages rouleaux, de roulages Polo, de mélange de roulages des roulages de ceux qui veulent prendre leur temps pour eux. Cela fera la parole, mais on n'aura plus de mots, silence...

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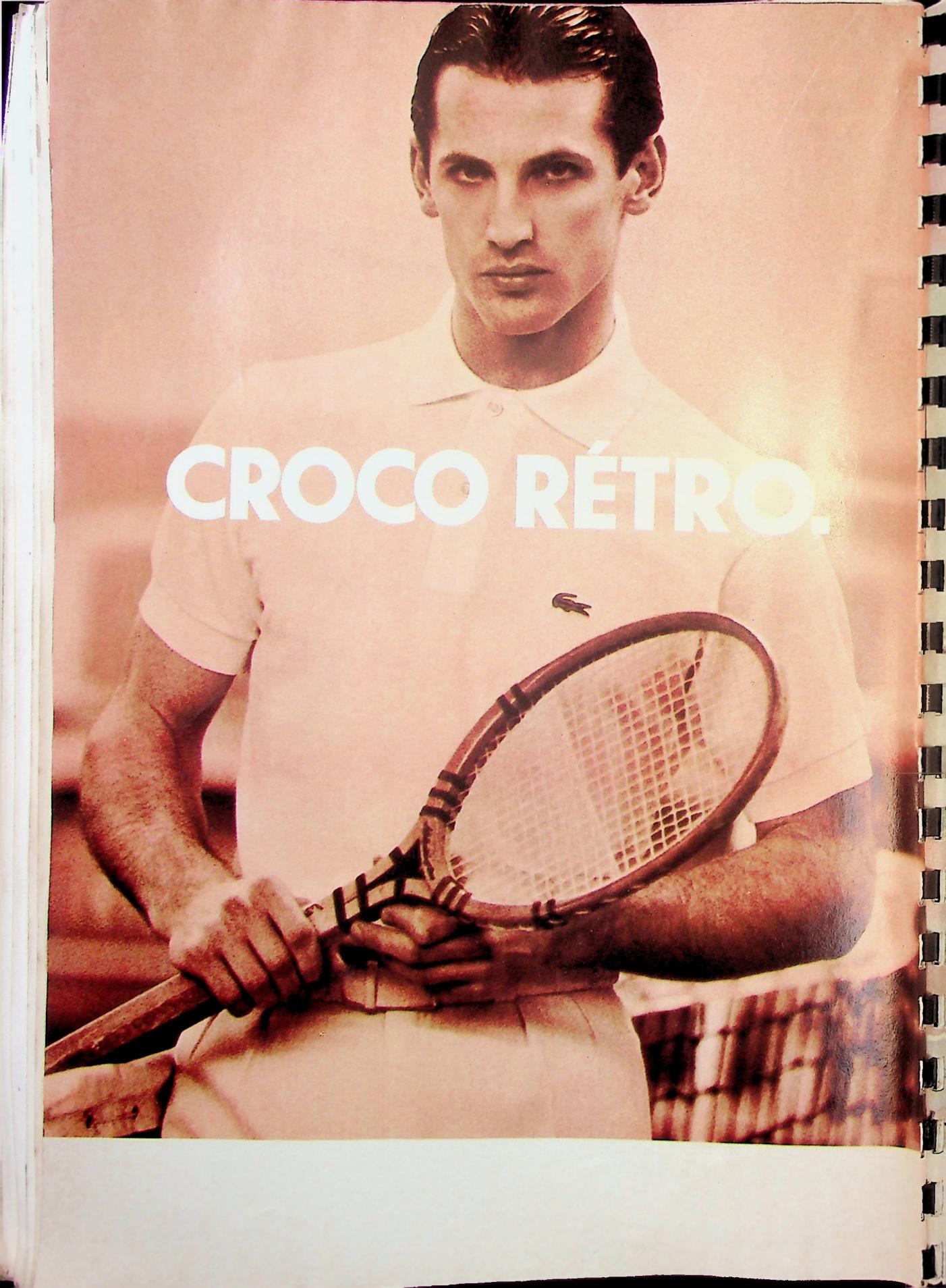
dire le silence pourra enfin dire.

**OBERNAI,  
IL FAIT BON VIVRE LEGÈRE**

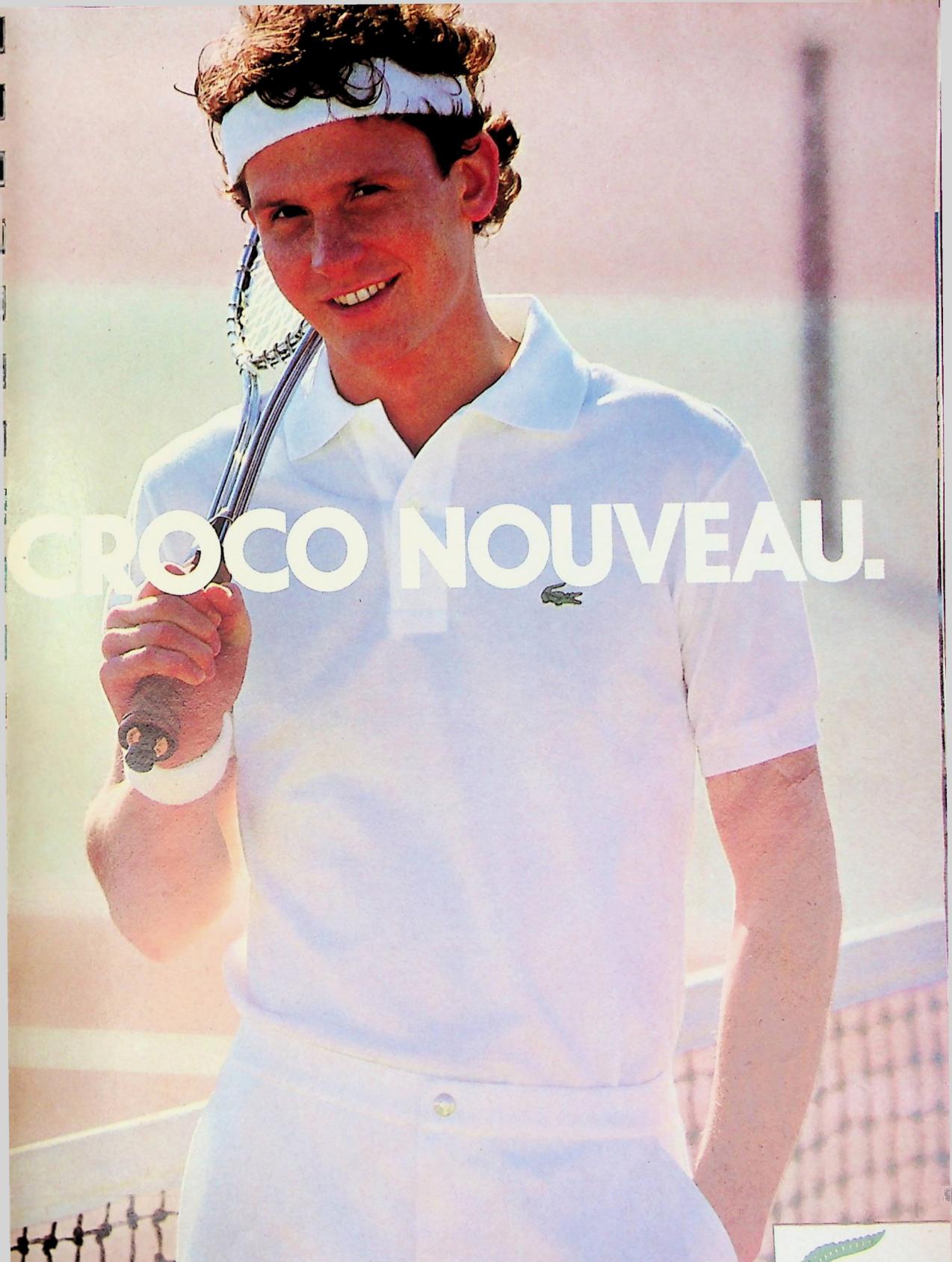
Gouitez la force, la finesse d'une grande bière d'Alsace, brassée par Kranenbourg. Gouitez la légèreté d'une bière sans pesanteur. Et évadez-vous avec elle.

BIÈRE OBERNAI. DES CALORIES EN MOINS, LE PLAISIR EN PLUS.



A black and white photograph of a man from the chest up. He has dark hair and is looking directly at the camera with a neutral expression. He is wearing a light-colored, short-sleeved polo shirt. A small crocodile logo is visible on the left side of his chest. He is holding a tennis racket with both hands, positioned in front of him. The background is a plain, light color.

CROCO RÉTRO.



# CROCO NOUVEAU.

La première chemise Lacoste est née sur les courts en 1933. Depuis, le tennis a changé, les raquettes ont évolué, les crocodiles ont fait des petits mais la chemise Lacoste est toujours à la mode. Aujourd'hui le monde entier vit en Lacoste.

La raquette présentée est une raquette Lacoste.



## Cinéma suite de la page 147

ques, dégraissent la production, préparent le travail aux gros et n'en tirent aucun bénéfice.

Dimanche matin, le téléphone sonne tôt : « J'ai lu votre annonce dans *le Monde*, je voudrais vous voir. »

La voix est agréable, je joue l'Américain efficace : « Venez tout de suite. »

La fille hésite longtemps :

« D'accord... J'habite à côté. »

Le temps de sauter sous la douche et la voilà, petite et rousse, des lunettes d'écailler sur un visage mal réveillé. Suzanne P. est très intimidée par le Bristol et ma casquette.

« Alors Suzanne, qu'est-ce que vous avez ?

— Euh... Un long métrage. Ça se passe dans le Sud de la France, pendant la dernière guerre... Ecoutez, j'ai envie de vous le lire... Je l'ai pas lu depuis un certain temps... En fait je l'ai écrit il y a six ans. »

Hou là ! Je n'ai surtout pas envie qu'elle me le lise. Je lui arrache ce maudit synopsis des mains, et je comprends au premier coup d'œil.

« Ce n'est pas un synopsis ! Ça ne raconte pas une histoire, en tout cas ça ne donne pas envie de lire le scénario... Vous l'avez relu récemment, votre truc ? »

J'observe la parano de Suzanne grossir à vue d'œil.

« Non... Moi je le connais, le scénario... Vous comprenez, je ne sais pas vendre. »

Je la calme. En deux mots, ça raconte une femme qui évoque ses fantasmes.

« Mais elle ne fait rien pour se libérer, votre femme ! Pire, elle se suicide !

— Ça tourne autour de la vie et de la mort.

— Mouais... On est en 1981, les choses évoluent, les réseaux, l'homosexualité, les clubs de rencontres. Elle ne prend pas sa vie en main, votre héroïne. Comme c'est écrit, ça ne peut aider personne.

— Oui... A l'époque je n'allais pas bien. Aujourd'hui, peut-être qu'elle s'en sortirait...

— Qu'est-ce que vous faites dans la vie ?

— Psychiatre. »

Boum ! Suzanne P. va retravailler son sujet. Promis. Et Maria Koleva la remplace, une Bulgare qui entre vigoureusement dans ma suite du Bristol et commence à m'expliquer que mon annonce est imprimee juste au-dessus de la sienne dans *Le Monde*. On représente une de ses pièces dans un sous-sol parisien, on a même tourné le film de cette pièce.

— Vous avez des scénarios ?

— Oui. Mais je préfère livrer un film achevé, comme ça je n'ai pas de problèmes de censure. J'ai le matériel, une caméra, un nagra, une salle de montage dans une chambre de bonne à la Bastille... »

Quelle énergie ! Elle me fait penser à Forman et à Polanski. Ah, ces génies de l'Europe

de l'Est, ils ne glandouillent pas, ils se démerdent et foncent.

« J'ai quatre heures de film, venez les voir, je suis certaine que ça peut plaire aux Américains. »

Elle m'emmène. Elle veut me coller quatre heures de projo. Okay. On passe prendre une copine à moi et on se tape toute une bobine : carrément l'enfance de Maria. Aïe. C'est dialectique et tout. Je le lui dis. Ça ne lui fait rien. Pas vexée une seconde, Maria m'enverra une invitation quand son film sortira.

Dans la rue, ma copine m'explique que même si l'un des trois géants, Gaumont ou UGC sortait le film de Maria, il serait liquidé en une semaine ou deux. Il font ce qu'ils veulent : ils peuvent le mettre dans une petite salle et ne pas le laisser moisir. Ma copine prend un autre exemple :

— Tiens, ça arrive en ce moment à Brialy. *Les malheurs de Sophie*... Ne parlons pas de qualité, ni de style, voyons juste l'effort de la chaîne pour distribuer le produit et le vendre. Gaumont place le film dans un bon ciné pour démarrer, le Français. Mais regarde les autres salles : ABC, Athéna, Gaumont-Convention... pas génial. Tu vois : une seule salle pour créer un mouvement d'intérêt, c'est plutôt mince.

— Je ne comprends pas la manœuvre. Ils ne croient pas au film ?

— Non, ils n'y croient pas, mais ils ont signé et ils sont obligés de le sortir. En le testant au Français, Gaumont se garde de toute façon une ouverture, au cas où le Brialy plairait. »

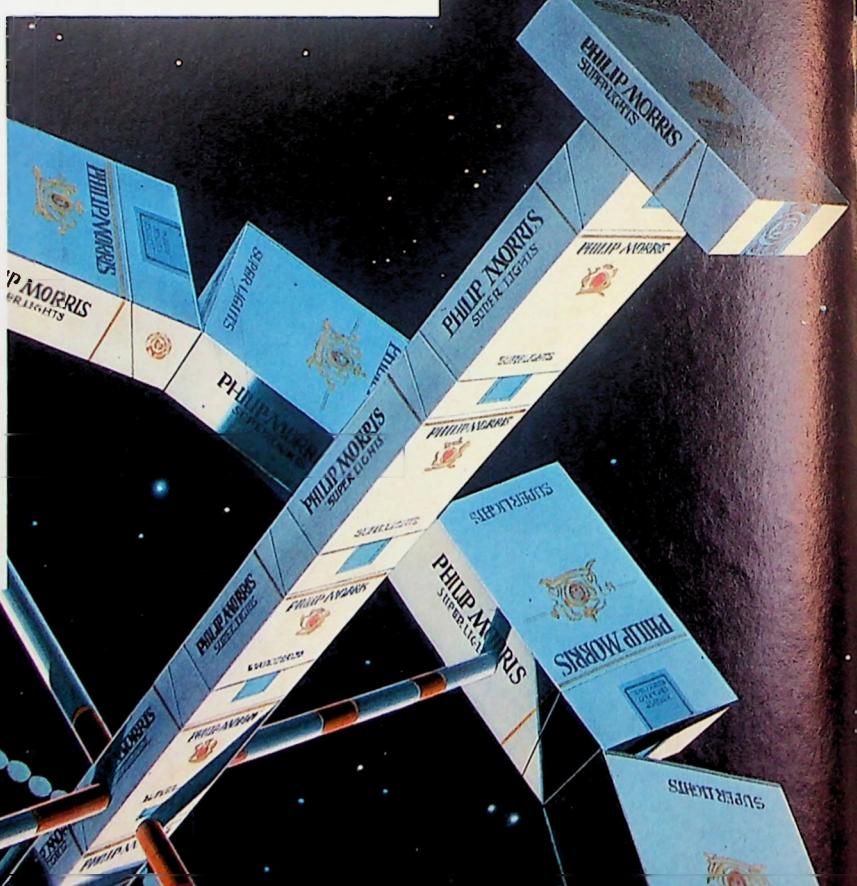
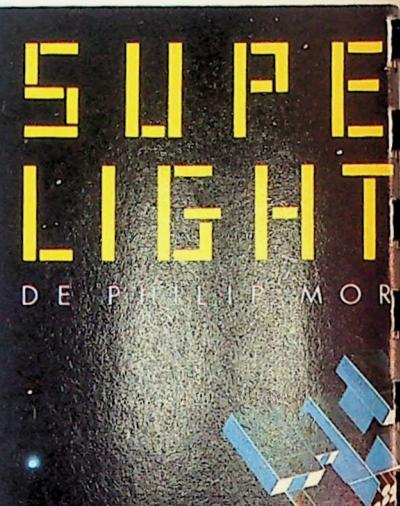
Il y a trop de films ! Quatorze sorties cette semaine, une rafale. S'ils ne marchent pas tout de suite, on les vire et on passe à autre chose. Au pire, s'il y a un trou, on peut toujours

ressortir un succès de l'an dernier pour assurer la recette.

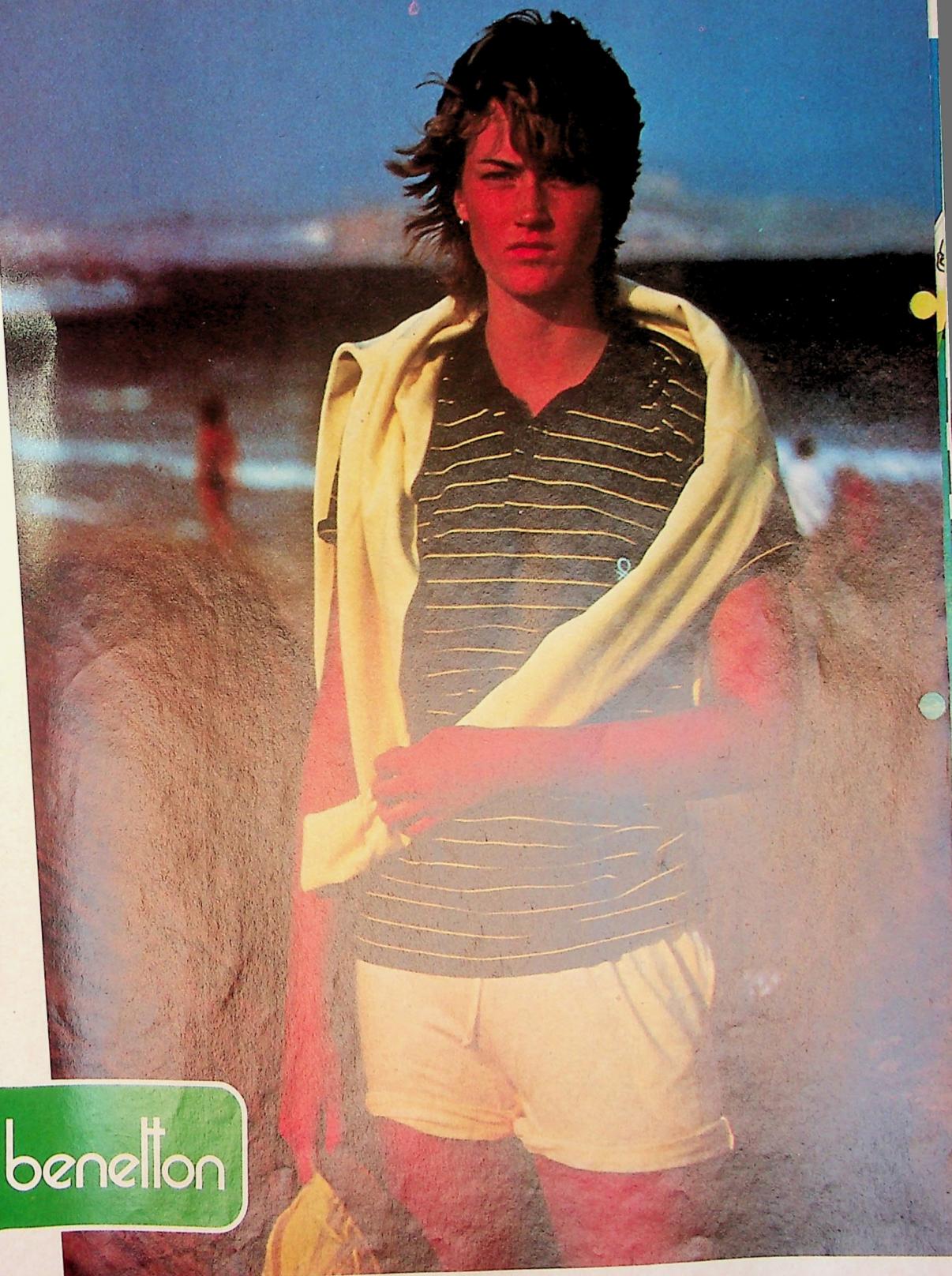
A 20 h 30, le concierge du Bristol prévient : « Mme B. vous attend. »

— Faites monter... »

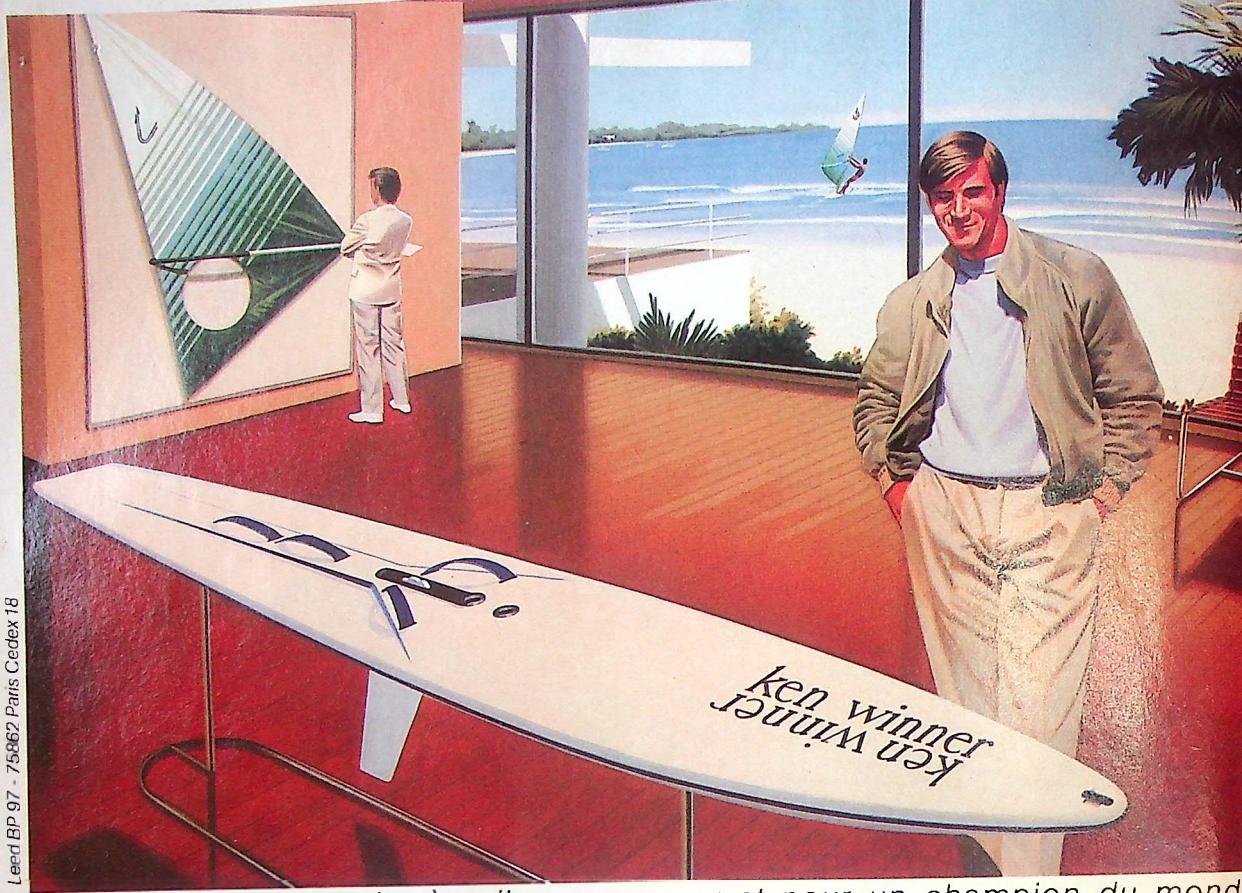
J'ai la voix tellement lasse que le concierge demande si je vais bien. Mme B. est encore une rousse, assez belle. Elle porte gros scénario et s'aperçoit bien que je remets ses jarretelles. Bref, elle a un sujet et m'annonce sans complexe que Dennis l'a accepté de jouer le rôle principal.



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Dufour  
SUN



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ET SIGNÉE KEN WINNER.

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## Quand on aime la musique, on a toutes les raisons de choisir une cassette Maxell.

Voici une gageure dans le domaine du réglage chrome. Avec la cassette Maxell XL1S, les enregistreurs les plus performants peuvent enfin donner le meilleur d'eux-mêmes. C'est un modèle de perfectionnement. Elle offre une gamme dynamique impressionnante sur tout le registre des fréquences, notamment dans les extrêmes. Soutenus par les basses à l'ampleur imposante, les aigus répondent dans toute leur clarté au réalisme des médiums. Réduits jusqu'à n'être plus perceptibles, le souffle et la distorsion ne s'opposent plus au rendu du son le plus pur. Dotée d'un mécanisme de haute précision, la XL1S ne connaît ni pleurage ni scintillement. Pour la position Chrome, le choix s'impose: XL1S, une cassette de prestige signée Maxell. Comme toutes les cassettes audio Maxell, elle est garantie à vie (\*).

**MAXELL, LA HIFI-PLAISIR**



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\*Echange immédiat, en cas (bien improbable) d'insatisfaction, sur simple demande à Harman France sans limitation de durée. Remplacement à l'équivalent admis en cas d'obsolescence ou de défaillance de cassette.



# L'EXPLOIT.



25 Octobre 1980 : une planche Sainval Vecteur'S de série tire un skieur nautique.

13 Octobre 1980 : Sainval champion du monde longue distance féminine.

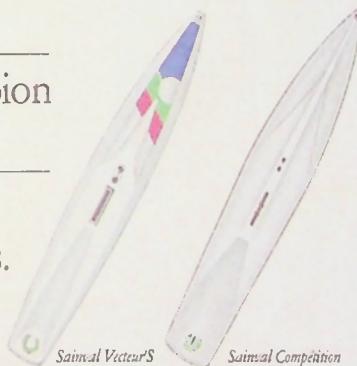
7 Septembre 1980 : Sainval champion de France open catégorie féminine.

7 Septembre 1980 : Sainval champion de France open catégorie moyen.

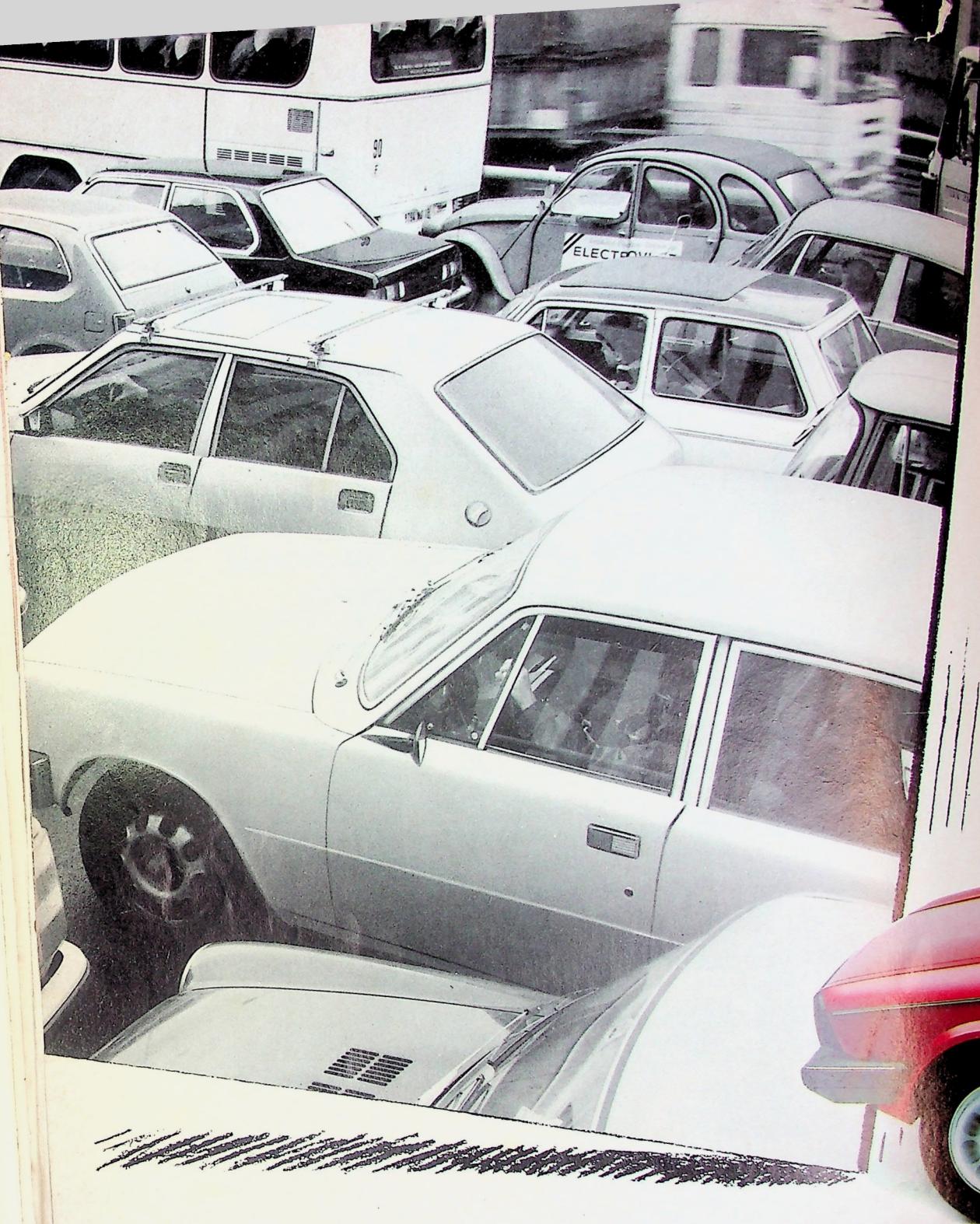
7 Septembre 1980 : Sainval champion de France open catégorie lourd.

18 mai 1980 : Sainval vice champion d'Europe catégorie moyen.

Bruno Sainval diffusion,  
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**SAINVAL**  
*Bruno*



Dans les embouteillages, la petite Polo se glisse comme une souris; son petit tour de taille et sa direction à crémaillère lui permettent toutes les astuces pour se faufiler. Il faut dire que pour arranger les choses elle a du nerf et de la reprise, la petite, même si tout ça se passe en souplesse. Vous voulez un petit exemple de son talent? 0 à 100 m en 12,9 secondes (Polo GLS) et quand la route se dégage, si elle en avait le droit, elle vous piquerait un petit 154 km/h sans broncher.

\* Consultez votre concessionnaire, pour connaître les modalités de la garantie carrosserie contre les dégâts provoqués par la corrosion.  
Modèle représenté: Polo GLS, jantes spéciales et peinture métallisée en option.

Ce qui est formidable, c'est qu'on pourrait la gourmande alors que c'est un modèle de sobriété: 90 km/h, 8,0 l à 120 km/h, 8,6 l en ville! Polo Spécial, elle boit peu, et de l'ordinaire!

Vous tenez à ce que je continue? Eh bien elle est équipée, d'un double circuit de freinage en diagonale, d'une direction auto-stabilisante et de pare-chocs boucliers avant et

Polo Special  
Modèle  
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