

monday

	2 KPRC	3 KBTX	6 KCEN	7 KTBC	8 KUHT	11 KHOU	13 KTRK	15 KAMU	20 KTXH	24 KVUE	36 KTVV	39 KHTV	WTBS	WGN	CBN	TM
Midwest	2	5	6	17	8	11	13	12	7	16	—	10	24	27	9	20
Community	R	5	6	L	M	11	13	12		N	K	10	P	T	4	E
6:00	News	News	News	News	MacNeil Lehrer	News	News	MacNeil Lehrer	Love Boat	News	News	One Day At A Time Soap	Good News Baseball San	Barney Miller The Jeffersons	Burns And Allen Dobie Gillis	"
6:30	Family Feud	Three's Company	M.A.S.H.	The Jeffersons	"	Enter-tainment	"	"	"	M.A.S.H.	People's Court	"	"	"	"	"
7:00	Boone	AfterMASH	Boone	AfterMASH	Business Report Green-room	AfterMASH	That's Incredible!	Where Dreams Debut	Hawaii Five-0	That's Incredible!	Boone	PM Magazine Laugh-In	Francisco Giants At Atlanta	Solid Gold	I Spy	Movie: "Halloween II"
7:30	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"
8:00	NBC Movie: "Sessions"	Emerald Point N.A.S.	NBC Movie: "Sessions"	Emerald Point N.A.S.	Great Performances "Princess Grace"	Emerald Point N.A.S.	NFL Football Green Bay Packers At	Great Performances "Princess Grace"	Movie: "Ask Any Girl"	NFL Football Green Bay Packers At	NBC Movie: "Sessions"	Movie: "I'd Rather Be Rich"	Braves	Salute	700 Club	Movie: "How To"
8:30	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"
9:00	"	"	"	"	Remembered Edouard Manet	"	New York Giants	Remembered Edouard Manet	"	New York Giants	"	"	News	News	Star Time	Beat The High Cost Of Living
9:30	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"
10:00	News	News	News	News	Wine, What Pleasure Latent America	News	"	Business Report Latent America	Mork & Mindy Bob Newhart	"	News	"	"	Fantasy Island Love Boat	Another Life	Movie: "Time-
10:30	Tonight	Barney Miller	Tonight	All In The Family	"	Hart To Hart	"	"	"	"	Tonight	Rockford Files	The Catlins	"	"	"
11:00	"	Hart To Hart	"	Hart To Hart	"	"	News	"	Mary Tyler Moore CNN News	News	"	"	Portrait Of America	"	Burns And Allen Jack Benny	rider"
11:30	David Letterman	"	David Letterman	"	Dick Cavett	Columbo	ABC News Nightline	Over Easy	"	ABC News Nightline	David Letterman	INN News	"	Movie: "The Rain-	"	"
12:00	"	Columbo	"	Columbo	"	"	Bonanza	"	Wild, Wild West	"	"	Movie: "Better A Widow"	Movie: "Rocky Mountain"	maker"	I Married Joan My Little Margie	Movie: "Tattoo"
12:30	NBC News Overnight	"	NBC News Overnight	"	"	"	"	"	"	"	NBC News Overnight	"	"	"	"	"

10:30 **65** FRED AKERS
39 RICE UNIVERSITY FOOTBALL HIGHLIGHTS
 10:35 **8** COLLEGE FOOTBALL HIGHLIGHTS "Oklahoma State And Texas A&M"
 11:00 **2** GRANT TEAFF
39 TEXAS TECH FOOTBALL HIGHLIGHTS
 11:30 **39** SUPERCHARGERS

1:35 **13** ★★½ "Night Games" (1974) Barry Newman, Susan Howard. An unconventional lawyer defends a wealthy woman accused of murder.
 2:00 **39** ★★ "Here Come The Co-eds" (1945) Bud Abbott, Lou Costello. Bud and Lou create confusion when they try to pay off the mortgage at a girls' school.
 3:00 **13** ★★★ "W.C. Fields And Me" (1976) Rod Steiger, Valerie Perrine. Carlotta Monti recalls her years as a devoted and tormented companion to the master comedian.

monday movies

MORNING

9:00 **20** ★★★ "The Virgin Queen" (1955) Bette Davis, Richard Todd. Queen Elizabeth's stormy relationship with Sir Walter Raleigh is portrayed.

AFTERNOON

3:00 **13** ★★★ "A Very Special Favor" (1965) Rock Hudson, Leslie Caron. A lawyer pursues the daughter of a man he is indebted to.

EVENING

8:00 **2 6 30** "Sessions" (Premiere) Veronica Hamel, Jeffrey DeMunn. A sophisticated, high-priced prostitute starts doubting her profession as it begins to wreak havoc on her personal life.

20 ★★½ "Ask Any Girl" (1959) Shirley MacLaine, David Niven. Job and husband-hunting occupy the time of a girl newly arrived in New York City.

39 ★★ "I'd Rather Be Rich" (1964) Sandra Dee, Robert Goulet. When her fiancé is unavailable, a young woman finds a substitute to introduce to her dying grandfather.

12:30 **39** ★★½ "Better A Widow" (1969) Virna Lisi, Peter McEnery. The local Mafia attempts to stimulate a small town's economy and increase its protection racket with an oil refinery.

1:00 **20** ★★★ "Sword Of Lancelot" (1963) Cornel Wilde, Jean Wallace. After King Arthur discovers a romance between Queen Guinevere and Lancelot, he banishes the knight from the kingdom.

monday specials

EVENING

7:00 **15** WHERE DREAMS DEBUT
 The North Carolina School of the Arts, where the arts are nurtured by training and developing the artists of tomorrow, is profiled; Isaac Stern, Jean Stapleton and Gregory Peck are featured.

9:30 **8 15** EDOUARD MANET: PAINTER OF MODERN ART
 Detailed photography of Manet's work, as well as quotations from his writings and those of his friends, give insight into the life and work of the man who has been called the first modern painter.

sunday sports

EVENING

8:00 **13 24** NFL FOOTBALL Green Bay Packers at New York Giants
 12:00 **39** GRID IRON: SOUTHWEST FOOTBALL JOURNAL

Companies compete for Olympic logo use

United Press International

LOS ANGELES — The Olympic logo attached to a brand name can be guaranteed to sell just about anything.

As one corporation spokeswoman said, "It's the single most visible event imaginable."

Manufacturers, vendors and retailers are competing for a piece of the summer and winter games action.

Former heavyweight contender Ken Norton, who sells key chains, a candy maker, builders of car and cameras, vendors of soft drinks and beer and a seller of blue jeans have found gold in the 1984 Olympic Summer Games. So have many others.

Some purists have bemoaned the idea of entrusting traditional Olympiad idealism to profit-seeking enterprise.

But it cost a lot to put the games on and someone has to pay the bills. In the case of the Los Angeles games, the taxpayers refused. The private-enterprise organizing committee is relying on ticket sales, television rights and sponsorship.

The operating budget is \$470 million, with sponsors expected to provide about \$120 million. Suppliers and licensees also will feed the pot with royalty payments on official products and donations of equipment.

The games will have an official gasoline, official fruit juice, an official shoe, bank, snack food, food store, magazine, airline, clock, telecopier, insurance policy and charge card.

A representative for one of the official sponsors, Levi Strauss Inc., put it best:

"It gives us the opportunity to associate our company and

products with an event that is highly visible, the single most visible event imaginable, and one with values that are higher than any other event."

The operative word is visible. Blue jeans are perhaps the most ubiquitous product of the late 20th Century. But only Levi's can advertise with the official Olympic logo, as official sponsor and official supplier to the games.

Nancy Peterson, spokeswoman for Levi Strauss, said Levi's budget for the Olympics programs is \$50 million, including \$18 million in TV advertising. The rest is the cost of developing, producing and supplying clothing to the 60,000 people involved in the games as staff or athletes.

"This is something that will benefit the company and the brand for years to come and it is a marketing tool that gives us a theme for retail promotion — a very powerful central theme," Peterson said.

Sponsors pay a minimum of \$4 million for their designations. Some companies — such as Coca Cola — plunk down the check and sell their product with the added filip of Olympic association.

Others, such as Levi, pay their minimum and a great deal more in products and services.

Some, such as Hyatt Hotels and First Interstate Bank, join the Olympic Job Opportunity Program and provide jobs and income to athletes in training.

Suppliers provide the equipment needed for the games, from judo mats to typewriters to sunglasses. Licensees enter into agreements for use of the logo and the organizing committee

receives a royalty fee on their income.

"There's a strong demand for Olympic memorabilia," LAOOC spokesman George Broder said.

"They're meeting a definite need in terms of consumer interest, although the products have nothing to do with the games."

Still, the 1984 games may be among the least commercial of the last several Olympiads. They will have only about 35 sponsors. The Lake Placid Winter Games had 280. Montreal had 200, and even the Moscow games in 1980 had 150 sponsors.

Many sponsors and some nonsponsoring businesses have agreed to join in more altruistic cultural or academic activities for Southern California youths.

Buick, which provides official cars, also is donating funds to administer a youth activities program. United Airlines sponsors a youth sailing program that has brought hundreds of central city youngsters to the beaches.

WARPED GREATS ITS



The second treasury of the comic strip "Warped," by Scott McCullar available at: Bobbie's Books, Loupot's, Hastings, B. Dalton and 230 Reed McDonald Bldg.