

Way back in the '50s, Mickey Mantle used to hit "Ballantine Blasts" into the seats. Lately, though, pitching changes, kickoffs, score updates and other trivial sports moments have joined home runs in being "brought to" us by beers, butters and hemorrhoid ointments of all brands.

ADVERTISING



JAMES WORTHY

THE L.A. LAND-O-LAKERS



JEFF GEORGE

THE INDIANAPOLIS COLT 45's

ARTIST: GREG THEAKSTON



MARK MCGWIRE

THE OAKLAND A1 SAUCES



CORTEZ KENNEDY

The Seattle Chicken ^{OF THE} Seahawks

"Why stop with things that only happen a few times a game?" a geeky ad executive might ask, "Let's make the **TEAMS THEMSELVES** walking billboards for our products!" Yikes! Well, since sports teams are known for cockamamie ideas, we might spend next season gawking at these...

DREAM TEAMS



DON MATTINGLY



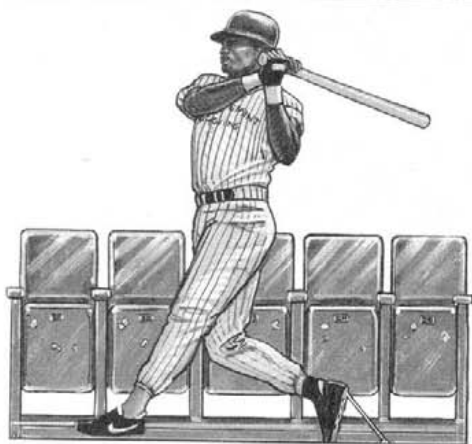
Doodles



WAYNE GRETZKY

The Los Angeles **BURGER KINGS**

WRITER: DESMOND DEVLIN



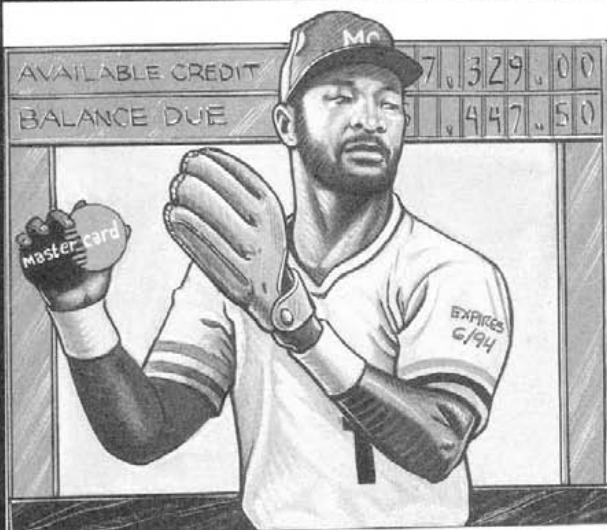
KIRBY PUCKETT

**THE MINNESOTA
DOUBLEMINT TWINS**



BOBBY BONILLA

NY Met amucils



OZZIE SMITH

THE ST. LOUIS
MasterCard **INALS**



DIKEMBE MUTOMBO

The Denver



BARRY BONDS

THE SAN FRANCISCO
Green



ROBERTO ALOMAR

THE TORONTO ^{Sel}_{sun} ^{blue}_{blue} **JAYS**