

Hard sell

It's probably fair to say that print advertising is still the poor relation of the TV commercial. But in the 1980s things were a good deal worse. The design and copywriting talent migrated to the small screen, leaving an aesthetic desert behind them. Jim Heimann has documented the devastation in his copious and lavishly illustrated survey of advertising during the Reagan years, **'All-American Ads 80s'**. There's a car-crash fascination in much of this (lots of big hair and legwarmers), and you put the book down wondering how many seven-stone weaklings dreaming of 'massive size & power' signed up for courses with Lou Ferrigno, 'Bodybuilding's Most Massive Man'. The sword-toting Lou, you see, promised to 'Unleash the Animal' in his customers. *Jonathan Derbyshire*
'All-American Ads 80s' is published by Taschen at £19.99.

