

From Betamax to 'Dynasty,' relive '80s through ads

By RON BERTHEL
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People old enough to remember boomboxes, Renault's Le Car, the Sony Betamax and those clunky, primitive machines called typewriters probably haven't seen any of those items in years.

And younger folks might have never even heard of them.

"80s: All-American Ads" (Taschen, \$39.99), edited by Jim Heimann, offers a pop-culture history course for youngsters and a refresher course for not-so-oldsters.

Between the book's flexible coated covers are 600 colorful pages with reproductions of thousands of print ads from the 1980s — for items from Apple computers to Zena jeans — that pretty much speak for themselves.

Answering the question "What will they think of next?" are such innovations as a VW pickup truck, a movie called "Howard the Duck," portable phones (about the size of a large shoe), fuzzy brown produce called kiwifruit, and Digis finger watches.

"Dynasty" was a popular

TV show of the decade, so it's only fitting that one of its stars, Linda Evans, was chosen to model a snazzy white suit from Nolan Miller's Dynasty Collection.

It's apparent that nothing could come between Brooke Shields and the Calvin Klein jeans seemingly sewn onto her, while a rotund and bearded Orson Welles assured us that "Paul Masson will sell no wine before its time."

A bespectacled young fellow identified as "William H. Gates III" touted The Wall Street Journal as being "user-friendly," while the "Jane

Fonda's Workout" video had plenty of folks sitting up and grunting along.

"Bargains" included Kellogg's Marshmallow Krispies, whose ad featured a store coupon that would save the savvy shopper 15 cents on the next purchase; and a long-distance phone company's offer of a one-minute call to the United Kingdom for only \$1.25, plus 76 cents for each additional minute.

And one of those new-fangled home computers, the Apple III, boasted "up to 128K RAM." Just what did '80s people do with all that memory?