

SPECIAL ISSUE



1984

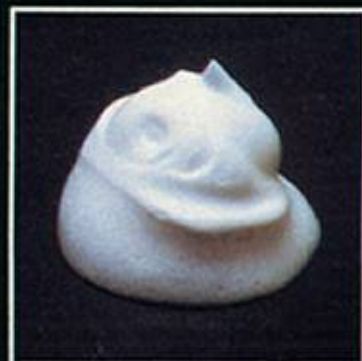
THE YEAR IN PICTURES





FAVORITE THINGS

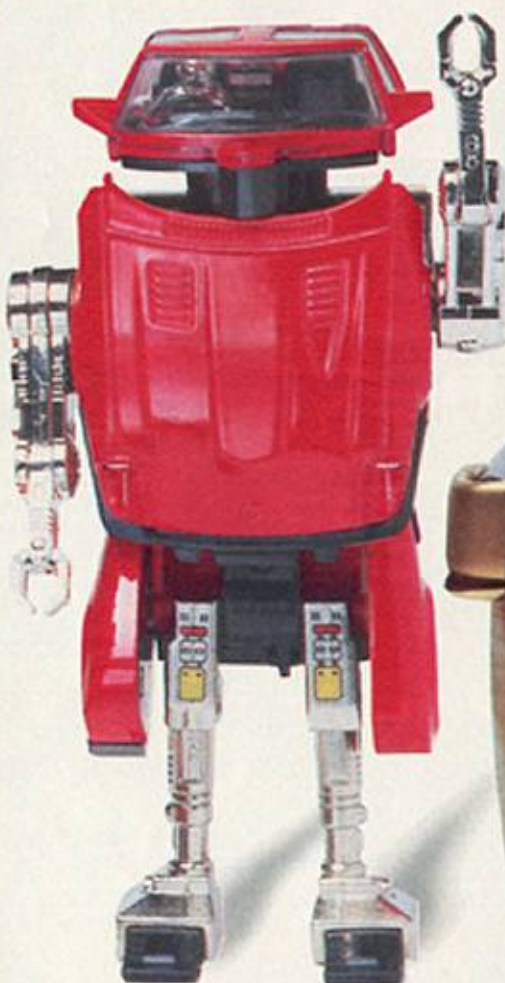
If you can identify these items well enough to respond correctly to the following 20 (or so) questions, you were really on top of the fads and fancies of 1984. For answers and instructions about how to assess your consumer awareness, turn to page 112.



1. WHAT'S RED-HOT, WHITE AND A) SQUISHY, B) SNAZZY, C) SMOKY, D) SNOWY?



2. WHERE DOES THIS SUNDAE GROW? AND WHAT'S THAT THING ON TOP?



3. A JAPANESE COMPACT CAR—TRUE OR FALSE?



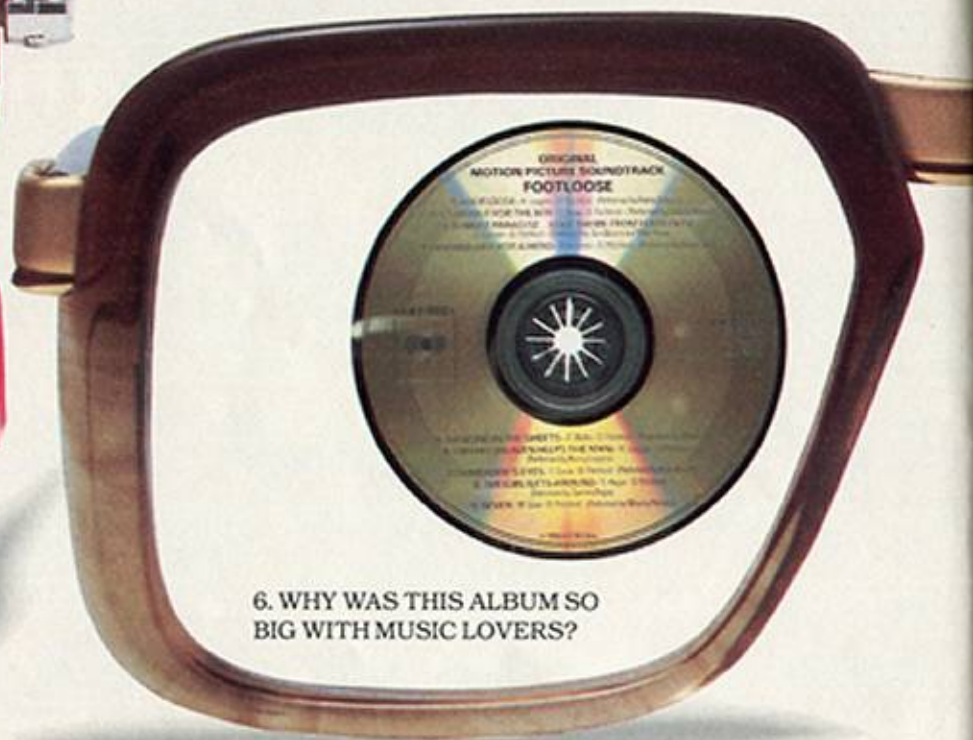
4. ONE IS FOR MOONWALKING, THE OTHER FOR STONEWASHING. WHICH IS WHICH AND WHY?



5. CAN KIDS BUY THIS WITHOUT BEING CARDED?



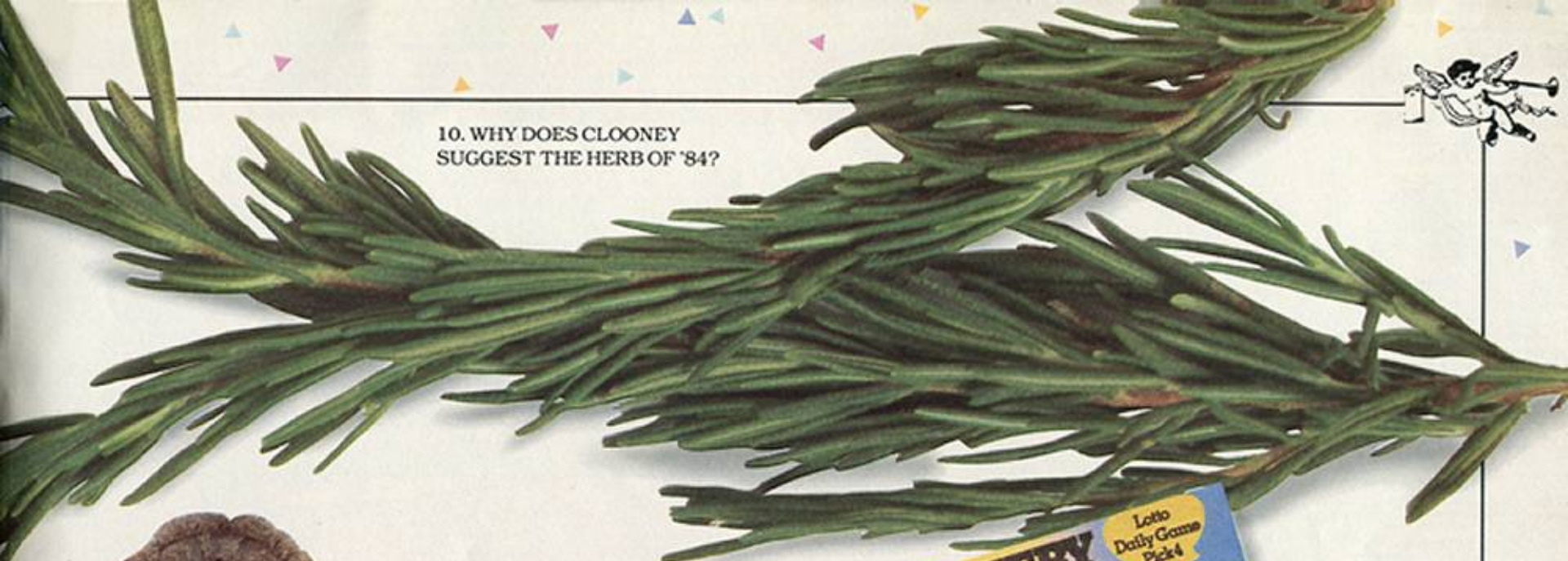
7. WHAT DYNASTY HAD DOLLARS AND A SCENT?



6. WHY WAS THIS ALBUM SO BIG WITH MUSIC LOVERS?



10. WHY DOES CLOONEY
SUGGEST THE HERB OF '84?



8. WAS THIS THE LATEST
LAPIN STEW IN PARIS?



11. FASHION STATEMENT OR
POLITICAL STATEMENT?



9. THIS SIGN WAS POSTED AT A
PALM BEACH POOL, RIGHT?



12. THE WELL-DRESSED
VALLEY BOY WAS WEARING...?



18. THE
THREE
BIGGEST U.S.
LOTTERY
JACKPOTS OF
THE YEAR?

17. CAN YOU PRICE ALL
THIS ICE RIGHT?



14. THIS
SALAD WAS
TO -----
AS PIZZA IS
TO ITALY.

15. WERE THESE
REALLY THE
FRAMES
TO DIE FOR?



16. CAN YOU TIE YOUR SHOELACES IN THE DARK?



13. WHO YA GONNA CALL
FOR BLOCKBUSTERS?

AL FRENZ (23)





ANSWERS

THE NAME OF THE GAME WAS TRIVIA

Score yourself one point for each correct answer unless otherwise instructed.

THE COUPLE OF THE YEAR (Page 105)

ATTRACTIVE, UPWARDLY MOBILE Single White Female, 29, Harvard grad, Wall Street lawyer loves jogging, Akitas, sushi, wine spritzers, VCR, *The Yuppie Handbook*. Seeks Single Male gourmet cook with country house, similar interests. Pix.

GOOD-LOOKING, SLIM Single White Male, 24, Caltech Ph.D., Silicon Valley exec hates sports, likes cream soda, goldfish, chess, Heinlein, the movie *Revenge of the Nerds*. Seeks brainy, sexy Female hacker who knows byte from bit. Photographs.

The Couple of the Year met through computer personals, but their styles came through more clearly in photos. Each visible characteristic listed below is worth one point; items not shown (in parentheses) are also worth one point each. There are 19 possible bonus points for the Yuppie and 13 for the Nerd.

THE YUPPIE 1 conservative haircut (unchanged for 15 years but vastly more expensive); 2 Sony Walkman tape player (Lionel Richie tape); 3 Cartier jewelry (including tank watch); 4 Brooks Brothers wardrobe; 5 Coach purse (containing Valium, Cross pen, Bottega Veneta wallet, American Express Gold Card) and briefcase (gift from Daddy); 6 gym bag (Perry Ellis pumps); 7 racket (squash); 8 keys (for co-op and Chrysler minivan); 9 *Wall Street Journal*; 10 Zabar's shopping bag (Jamaican coffee, pasta salad, caviar); 11 David's Cookies French bread; 12 carrots with tops still on; 13 cut flowers (add bonus of three points if you knew that the flowers cannot be bought at Zabar's, an Upper West Side gourmet deli); 14 Nikes (for walking to work)

THE NERD 1 short haircut (receding hairline, large-domed forehead); 2 corrective lenses mended with adhesive tape (nearsighted); 3 rearview mirror; 4 arrested case of acne with computer terminal burn; 5 goofy, toothy smile; 6 generic T-shirt; 7 pajama-print short-sleeved shirt (permanent press, bought by Mom); 8 plastic pocket guard, also called Nerdpak (pens, plastic comb, eyeglass cleaning papers, air pressure gauge); 9 digital watch; 10 belt cinched at thorax; 11 emergency pen carrier; 12 the neoslide rule, a Canon printout calculator; 13 embarrassing fly; 14 computer traveling case; 15 Hostess Cup Cakes;

16 bag lunch (tuna fish on white, corn chips, Sno Balls); 17 three-speed bike with bell, basket and book clip; 18 printout; 19 unaffectedly short trousers (from high school); 20 pants-leg clip; 21 sock with heel worked down under arch; 22 brown shoes

FAVORITE THINGS (Pages 106-107)

1 From top to bottom:

A) Mousse. It is not a dessert but a goo to hold your hairdo. The stuff sold \$100 million in its first year on the market. **B)** White socks with evening duds. High-contrast hosiery was high fashion at all the tony places. **C)** Mesquite. Ranchers waged war on the scrubby tree that invades grazing land in the Southwest, and urban gourmets surrendered to the sweet flavor of meats barbecued over chips or sticks. **D)** Wrong. It's not cocaine. Artificial sweetener NutraSweet was the powder of preference—some \$500 million worth was insinuated into diet drinks. (One point each)

2 In soybean fields. Tofutti, a non-dairy "ice cream" made from soybean curd, was low in calories, cholesterol-free and the big chill of the year (two million gallons). On top, a tamarillo. Also called the tree tomato, this bitter fruit grown mainly in New Zealand replaced the kiwi in the exotic produce department. It was usually eaten sprinkled with sugar. (One point each)

3 True. Zeemon, the Friendly Robot Street Machine, is a GoBot, transformed into a car in just a few clicks. Priced between \$3 and \$10, the Japanese imports were the toy of the year.

4 Guess? denims, the nondesigner-label designer jeans made in Los Angeles, were tumbled in a dryer with pieces of pumice, a volcanic stone. A glove with 3,000 sequins, copied from the handmade article that singer Michael Jackson wore, cost about \$16 and was fit for moonwalking, a dance step also popularized by the entertainer. (One point each)

5 Yes. Near beer has zero alcohol. This brand, made in Switzerland, earned its own niche at the bar as drunk-driving laws got tougher and the drinking age got older.

6 Because it was so little. The four-and-a-half-inch compact disc scanned by a laser (rather than a needle) became widely available and proved that, in sound quality, bigger wasn't better.

7 The Carringtons. The TV character Linda Evans plays on *Dynasty* lent her name to a Charles of the Ritz perfume, Forever Krystle, a heady \$150 the ounce. Seamstresses paid \$4.75 for Krystle's maternity dress pattern.

8 *Mais non!* Animal fanciers without much square footage got hopped up

over the lop-eared rabbit, a cross between a pet rock and a pug. It can be housebroken, makes no noise and has funny ears.

9 Wrong. It's a piece of polyvinyl especially made for getting down to some serious breakdancing. The mat costs \$18 and is slicker than cardboard.

10 Rosemary. It makes lamb, chicken and even vegetables taste as if they were raised in a pine forest and was the biggest hit since basil (herb of '83).

11 Both. British designer Katharine Hamnett took politics to the streets with message T-shirts like the \$60 parachute-silk number shown. Knockoffs were tamer: Smile, Free, Relax. Street chic also required low-slung belts.

12 Computer chips—if it's Silicon Valley. Made into cuff links (\$700, mounted on 14-karat gold), tie tacks and pens, high tech was in and in the chips.

13 Ivan Reitman. He's the director of the year's biggest picture, *Ghostbusters*, which spun out into buttons, T-shirts, dolls and a No. 1 record.

14 Mexico. The taco salad was easy to toss off: cheese, lettuce and tomatoes topped with sour cream or hot sauce and served in an edible bowl. No dribbling.

15 Unhappily, yes. Five inner-city killings and many muggings elsewhere were linked to snatches of Cazals, gold-plated West German eyeglass frames that run from \$80 to \$250.

16 If your answer is no, you either haven't gotten into iridescent, glittery or Day-Glo socks, OR you don't wear tie shoes OR you don't ever tie your shoelaces OR your shoelace style is so complex that no ankle-high light source would help. If your reason is one of the first two, subtract a point; if one of the last two, add two points. If your answer is yes, for whatever reason, score one point.

17 If you guessed \$50 or under, you know from the retro (the new word for old-fashioned) rhinestone look.

18 Illinois, \$40 million; Ohio, \$24.5 million; New York, \$22.8 million. The Illinois payoff was the largest in U.S. history. (One point each)

OLYMPIC WINNERS (Page 109)

For guessing the most valuable pin correctly, give yourself a bonus point. Prices quoted are approximate.

1 Long Beach Police (\$200); **2** Oman (\$250); **3** Moochie (seat cushion supplier) promotional pin (\$200); **4** Anti-Terrorist Operations Center (\$150); **5** Peter, Paul and Harry, a token from the president, chairman and general manager of the L.A. Olympic Organizing Committee (\$150); **6** American

Telephone and Telegraph sponsor (\$275); **7** Coca-Cola's pin with Sam the Olympic Eagle is the most valuable pin shown. Only 400 were made before the company found out that use of the eagle mascot to hold a product as if endorsing it was against regulations and recalled the pins (\$1,000). **8** Federal Bureau of Investigation (\$500 and up); **9** Dole Marathon (\$250); **10** Zimbabwe (\$175); **11** Chinese officials (\$175); **12** Brazil (\$250); **13** Welcome L.A. '84, from the Welcoming Committee (\$125); **14** Ticket sellers (\$450); **15** Synchronized swimming (\$150); **16** Olympic Air Support Headquarters, distributed by Los Angeles Police Department members (\$175); **17** American Broadcasting Company guest (\$125); **18** Sam Santa, made by the Los Angeles Olympic Organizing Committee as a Christmas gift in 1982 for those already preparing for the Games (\$500); **19** Thailand (\$65); **20** Suzuki sponsor (\$175); **21** Pin identifying pin collectors (\$20); **22** "Whorebusters," from the LAPD Vice Squad (\$80); **23** American Broadcasting Company engineers (\$200); **24** U.S. diving team (\$125); **25** McDonald's "Hands down" sponsor pin, so called to distinguish it from one in which Ronald McDonald's and Sam's hands are up (\$350); **26** Arrowhead Sam. The bottled-water company ran into the same problem as Coca-Cola did (\$250); **27** Patron pin (\$175); **28** Mauritius (\$250); **29** Merrill Lynch sponsor (\$400)

NUMBERS GAME (Page 109)

1 B; 2 A; 3 C; 4 B; 5 B; 6 A; 7 C; 8 B; 9 C; 10 B

FUZZY WHATZITS (Page 110)

1 H; 2 B; 3 J; 4 D; 5 M; 6 A; 7 F; 8 N; 9 C; 10 G; 11 K; 12 L; 13 I; 14 E

NEWSPEAK (Page 110)

Each correct translation is worth one point. There are 32 words or phrases.

"What's going on?" a fellow asked. He was quite muscular but not particularly attractive. "I'm just taking it easy," I said. I was relaxing, smoking a cigarette. I was wearing my nifty sunglasses and really looked great. None of the good-looking girls I dated was around to go out dancing with, so we took off to have a beer. We were quite drunk when he asked me to buy him some potato chips. I did. Then that creep got unpleasant and threw up—he was very sick. I got a hold of myself and told him to get lost. *Goodbye* to that troublemaker. I went back to my parents' house to take it easy and listen to records. What an experience.

HOW DO YOU RATE?

Give yourself 20 points for the attempt. A perfect score is 200.
200 You cheated
100-199 Totally trendy
50-99 Pop culture-vulture
25-49 Slightly out of it
0-24 Better luck in 1985

Text: Claudia Dowling



'GHOSTBUSTERS' GOES BOX OFFICE GANGBUSTERS

The *Ghostbusters* team of Ernie Hudson, Harold Ramis, Dan Aykroyd and Bill Murray whipped mermaids, gremlins and Indiana Jones to become the biggest-grossing movie of 1984. Made for \$38 million, it pulled in more than \$200 million in its first five months.



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