

Test drive
a Macintosh.



Worn by supermodels
in London
and dads in Ohio.



990 
made 

Nobody's perfect.

1983 Le Mans results

- 1st Porsche**
- 2nd Porsche**
- 3rd Porsche**
- 4th Porsche**
- 5th Porsche**
- 6th Porsche**
- 7th Porsche**
- 8th Porsche**
- 9th Sauber/BMW**
- 10th Porsche**

There's no tougher endurance race than Le Mans. Over 3,000 punishing miles in 24 hours at speeds often in excess of 200 mph. Last year, Porsche took the first five place. This year, the first eight. Next year, who knows? There's always room for improvement. Even at Porsche.

©1983 Porsche Audi

PORSCHE + Audi
NOTHING EVEN COMES CLOSE

Absolute power corrupts. Enjoy.

Introducing the 300MHz Power Macintosh G3.

Behold, the fastest, baddest, boldest Power Mac™ G3 ever. Complete with a processor that's over twice as fast as the 333MHz Pentium II*. Two 4GB Ultra/Wide SCSI drives for ultrafast disk access (RAID software included). A built-in 64-bit graphics accelerator and a 128-bit 2D/3D graphics accelerator for blazing graphics performance, plus the ability to drive two monitors right out of the box. 100BASE-T Ethernet to slam huge files across your network. And a full megabyte of backside cache (twice as large as our 266MHz Power Mac G3). Powerfully corruptive, indeed.



Think different.™

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MAGNUM[®]
true to pleasure



Forever *classic*

There's a reason this ice cream has barely changed in over thirty years. Oddly enough, that reason is that the world around it has already changed so many times. From fashion to politics. From art to technology. Something is trending, then that something is not. However, in this world of constant change, Magnum Classic still remains the same. The same rich Madagascan vanilla ice cream

covered with the same cracking Belgian chocolate and crunchy Californian almonds. And please don't get us wrong, we're not against trends, on the contrary: we love them. Even more so, we need them. And how could we not? At the end of the day, if it weren't for all those trends that come and go every two seconds, we would never be able to spot a true classic when we saw one.

*I love my
house
now belongs
to my
ex-wife.*

*For all life's twists and turns:
Flexible financial plans.*



DEFENSIVE LINE.

240 DL Sedan



740 GLE Wagon



760 Turbo Sedan



780 Coupe



1989 Volvo (USA)

VOLVO
A car you can believe in.

© 1989 VOLVO NORTH AMERICA CORPORATION



RE-RUN.

The Nike Daybreak.

Back in the day, it felt like the perfect shoe. It's not so bad now either.

We've revisited our original styles, and crafted them to look 30 years old—fresh out of the box.

And it's all there, almost to the stitch. 1970s-grade nylon. Weird Swooshes. Aged laces. Weathered foam. And, of course, those iconic color combos.

It's vintage. Minus the annoying, "wait 30 years" part.



Beaverton, Oregon

Innovation Doesn't Carry The Weight It Once Carried.



Conventional wisdom dictates that the more innovations a shoe features, the more it weighs. But examine for a moment the rather unconventional New Balance 830.

It's full of performance features, including our C-Cap® midsole that incorporates a rebound wedge in the heel and a unique acceleration pad in the fore-foot. It has a durable 3-density outsole. *Yet it weighs a mere 264 grams.**

The New Balance 830. Proof once again that, when it comes to innovation, we don't drag our feet. Or yours.


new balance®

★ Crafted With Pride In U.S.A. *Size 9½D. The New Balance 830 is available in B, D, and 2E widths. © 1987, New Balance Athletic Shoe, Inc. All rights reserved.

SMOKE 'EM.

Air Edge



Spiridon Gold



Axis



Pursuit



Sock Racer

