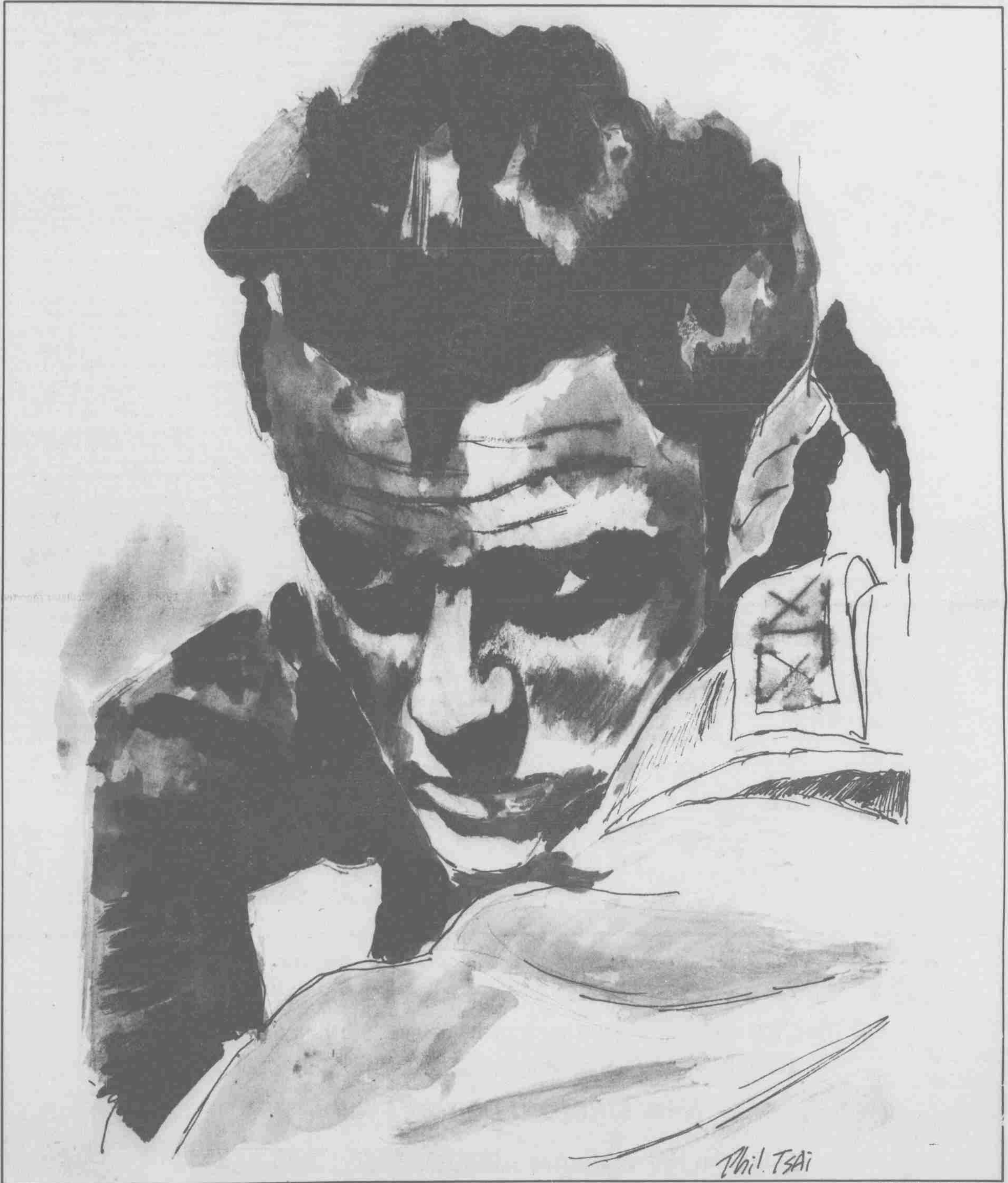


Diversions

The Daily Nebraskan's Entertainment Revue



James Dean

Phil Tsai/Daily Nebraskan

James Dean — the image lives on

By Lise Olsen
Staff Reporter

Monday marked the 25th anniversary of a car wreck on California Highway 46 that ended James Dean's life.

Dean is dead, but his image, seen in memorabilia and in movies is continually revived by new generations of "rebels."

Lincoln merchants still sell dozens of versions of pin-ups and postcards featuring the actor. Most stores have stocked Dean merchandise for years, said Ken Adams, a salesman at Dirt Cheap records and gifts, 217 N. 11th St. Dean posters and postcards have always sold steadily, Adams said.

Most of the buyers, Adams said, are

high school and college students.

These collectors of Dean merchandise weren't even born when he made his three movies, "East of Eden," (1955) "Rebel Without A Cause," (1955) and "Giant," (1956).

Yet videos of his movies are rented regularly, said Allison Hecker of Applause Video, 1033 O St.

Currently Applause stocks only "Rebel," which is rented about three times a week and "The James Dean Story," one of two documentary films based on Dean's life, Hecker said. Because of the demand for Dean films, Applause has ordered his other movies, she said.

"East of Eden," Dean's first feature

film, rents best at the Video Station, 145 S. 66th St., said Kris Collins, salesperson. "Eden," rents about three times a week. "Rebel" also rents well for a classic movie, Collins said.

One UNL theater student has seen "Rebel Without A Cause" 15 times.

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