WILLIAM SHATNER [in *Star Trek IV: The Voyage Home*, when asked if he was from Outer Space]: No, I’m from Iowa. I just work in Outer Space.

ABOVE Postage stamp for fictitious country Rugose, designed by KIMBERLY EIGHME, graphic design student, University of Northern Iowa (1994).

I’M ORIGINALLY from Iowa. It took a long time for me to realize that we were free to go.

JAKE JOHANSSSEN, as submitted by Dave Moore to *The Prairie Rambler* (1994).

EVERY HUMAN BEING on this earth is born with a tragedy, and it isn’t original sin. He’s born with the tragedy that he has to grow up. That he has to leave the nest, the security, and go out to do battle. He has to lose everything that is lovely and fight for a new loveliness of his own making, and it’s a tragedy. A lot of people don’t have the courage to do it.

PRESIDENT AND MRS. Coolidge, visiting a government farm, were taken around on separate tours. At the chicken pens Mrs. Coolidge paused to inquire of the overseer whether the rooster copulated more than once a day. “Dozens of times,” said the man. “Tell that to the President,” requested Mrs. Coolidge. The President came past the pens and was told about the rooster. “Same hen every time?” he asked. “Oh, no, a different one each time.” Coolidge nodded. “Tell that to Mrs. Coolidge,” he said.


EXCUSE ME, everybody, I have to go to the bathroom. I really have to telephone, but I’m too embarrassed to say so.

HE WAS VERY FOND of William Morris... He liked the incongruities and eccentricities of the man. He liked his habit of grinding his teeth openly on the platform while waiting for the train at Earl's Court, of throwing ill-cooked food out of the window, of weeping over a disappointment, of swearing like a trooper, of fidgeting like a child if forced to sit still, of permitting his great mane of hair and beard to bristle and his eyes to flame with actual fire if someone disagreed with him on Burne-Jones’s art, of beating his head against the wall, of biting the furniture, of tearing his tapestries, of pulling down his curtains. It especially appealed to Graham that Morris not only made furniture but bit furniture, for it always rather worried him that this man who couldn’t wear a tie yet made so many things that pleased the precious. He was delighted that Morris had once confessed to him, “I have spent, I know, a vast amount on wallpapers, carpets and curtains; but after all I am inclined to think that that sort of thing is mostly rubbish, and I would prefer for my part to live with the plainest whitewashed walls and wooden chairs and tables.”

SIR JOHN LAVERRY (regarding Cunningham Graham and William Morris), The Life of a Painter (Boston: Little Brown, 1940), pp. 85-86.

A selection of “unthoughts” by LES COLEMAN:
• The dog looked like its previous owner.
• Clock-watching can be time-consuming.
• Two heads: one in the clouds, the other in the sand.
• I will be perfectly blunt with you and get straight to the point.
• True deception goes unnoticed.
HIGHLY RECOMMENDED  Peter Gabriel, *Xplora 1: Peter Gabriel's Secret World*. MacPlay CD-ROM published by Real World Multi Media and distributed by Interplay Productions, 1993. While CD-ROMs offer remarkable possibilities for interactive multi-media artworks, most are simply books on disk. This action-packed salmagundi by a prominent British rock musician is a superb example of the interweaving of narration, animation, music, and audience participation. A tiny animation of Gabriel serves as a good-humored tour guide as one is immersed in a labyrinth of exotic world music, Gabriel's own recordings, puzzles, photographs, conversations, videos, and even a simulated sound mixing session in which viewers can create (and save) their own mixes.

MISSY DIZICK
Dogs come when they're called; cats take a message and get back to you.

DOROTHY PARKER  You can't teach an old dogma new tricks.

TALLULAH BANKHEAD  There is less in this than meets the eye.
MORE PALINDROMES (phrases that read the same backward or forward), all originated by MARK R. HARRIS, a reader from Chicago:

- A slut! Damn! I'm in mad Tulsa.
- Burn, rub red logs, golder burn rub!
- Hop, use grue urges up, oh!
- Flee so, rose-elf.
- "Sal, lad, reviled pot." I say, as I, top, deliver Dallas.
- Recap, racer, a bare car-pacer.
- No, Mel, anon we spool, loop sewn on a lemon.
- Deep I swam, tan, aloof fool; an' at Maw's I peed.
- Emily: cider, anise, resin, a red icy lime.
- Mad dog tins, an' I swept pews in a snit. Goddam!
- Red Rob, dab a tale: baby's pig 'mid a dim gipsy babel at a bad border.
- Sex, Rex, do by fee. (Base porn! An eros eyesore!) Nan ropes a beefy bod—Xerxes.

RIGHT Rugose postage stamp by TRACY KIELMAN, graphic design student (1994).

CHRISTOPHER MORLEY, seeing two wigs of the same small size in a shop window, concluded: "They're alike as toupees."


FLANNERY O'CONNOR I am five three and in the neighborhood of one thirty. It is a neighborhood I would like to get out of.

VIRGINIA WOOLF Each had his past shut in him like the leaves of a book known to him by heart; and his friends can only read the title.
A HAND-PRINTED inscription by American photographer EDWARD WESTON, found on the back of his well-known photograph of a green pepper, in the Dalshimer Collection in the Baltimore Museum of Art:

WE HAVE descended into the garden and caught three hundred slugs.
How I love the mixture of the beautiful and the squalid in gardening. It makes it so life-like.

EVELYN UNDERHILL, The Letters of Evelyn Underhill (1943).

Submitted by FRANCES BORCHARDT, a reader from Washington, D.C.

HIGHLY RECOMMENDED Seiji Horibuchi, ed., Stereogram (San Francisco: Cadence Books, 1994). ISBN 0-929279-85-9. Stereo or 3-D photographs first became popular in 1851, when they were exhibited at the Crystal Palace Exhibition in London. Using a stereo viewer, two slightly different photographs of the same scene are presented separately to each eye, resulting in a single image that appears three-dimensional. In 1960, Bell Laboratories scientist Bela Julesz (Foundations of Cyclopean Perception) used computers to produce random-dot stereograms, which required a stereo viewing device; and autostereograms, or random-dot stereograms that can be viewed unaided, were invented in 1979 by Christopher Tyler, Julesz’s associate. Comprised of a handful of chapters on such subjects as wallpaper stereograms, color field stereograms, and the stereo artworks of Salvador Dali, this 100-page book is a fascinating, richly-illustrated celebration of the art of the stereogram, especially the autostereogram, with detailed instructions on viewing the plates and making your own.

INTO OUR KITCHEN came margarine. My mother told us the butter people wouldn’t allow margarine to be pre-mixed, so we’d place the white waxy blocks in a bowl, sprinkle them with a yellow powder, and churn and mix and mix and churn until the results looked vaguely like butter.

I'LL NEVER FORGET Senator Hoar and his wife. The Hoars were sensitive about their name. An overnight guest had been warned about this sensitivity and so did his best to avoid addressing the Hoars by name. When he came down for breakfast in the morning, he said, "Good morning, Senator. And how are you, Mrs. W?"


HIGHLY RECOMMENDED
Malcolm Grear, Inside/Outside: From the Basics to the Practice of Design (New York: Van Nostrand Reinhold, 1993). ISBN 0-442-01667-0. Grear is a highly regarded Modern graphic designer and teacher who was born in rural Kentucky in 1931 and studied with Noel Martin at the Art Academy of Cincinnati. For the past 33 years, he has taught graphic design at the Rhode Island School of Design, while founding and heading a prominent firm, Malcolm Grear Designers. This impressive large format 300-page book, precisely designed by the author and illustrated with 500 black and white and color examples of logos, posters, and publication designs, is an album of his work, his teaching methods (including classroom assignments), and his thoughts about design.

DR. [WILLIAM] RENINGER called me every semester during those years to see if I wanted to teach as an adjunct [at the University of Northern Iowa, where her husband Stan Wood was teaching]. Eventually I decided it was time. He advised me to teach full-time so I would get benefits and be eligible for tenure. I figured if you're going to put on your girdle and walk up the hill to the university you might as well stay all day.

EVELYN STARKEY WOOD, emeritus professor of English, quoted in "Faculty Profile" in Northern Iowa Today (Cedar Falls: University of Northern Iowa). Volume 73 Number 2, Winter 1990, p. 27.
WALKING DOWN Madison Avenue 
I saw a woebegone man with a 
look on his face which combined 
suffering with gentleness and symp­ 
athy, sitting on a trash can at the 
edge of the sidewalk. The bright 
sun made a halo of his white hair, 
his head was leaning sideways . I 
was reminded of a self-portrait, all 
anguish and wry humor, by Goya . It 
was [the American poet] Robert 
Lowell. For a moment I thought I'd 
pass him by, but something sweet 
and touching about his appearance 
made me decide to risk talking to 
him. (I had been told that he had a 
breakdown.) So I went up and said: 
"I hear you've taken an overdose 
of your pills and that you are in 
hospital." He smiled affectionately 
and said: "Yes, I'm better now. I'll 
be out in a few days." We talked a 
bit and he didn't seem to be under 
any strain, put me at my ease. I was 
just thinking we looked like two 
down-and-outs in a photo by 
[Alfred) Stieglitz, when two quite 
smartly dressed women started 
staring at us with a look of recogni­ 
tion . "They're my nurses," said RL. 
"I'll have to rejoin them" and he 
walked along a few paces behind 
them as they crossed the street .

STEPHEN SPENDER, in John Goldsmith, 
ed., Stephen Spender: Journals 1939- 
pp. 301-302 .

ABOVE 
Illustration from 
The Cartoonist 
(Seven Gables 
Press, 1994) by 
ROY PAUL NEL­ 
SON, an offbeat 
comic novel 
about an editorial 
cartoonist, illus­ 
trated with 118 
cartoons, by an 
authority on car­ 
tooning and the 
author of numer­ 
ous textbooks, 
including The 
Design of 
Advertising and 
Publication 
Design. ISBN 0- 
9639729-0-1. 
Available from 
Seven Gables 
Press, P.O. Box 
5964, Eugene, OR 
97405.

HIGHLY RECOMMENDED Luanne Seymour Cohen, et al., Design Essentials: Professional Studio Techniques 
(Carmel, IN: Adobe Press / Prentice Hall Computer 
able handbook for artists, illustrators, and designers 
who would like to recreate certain traditional graphic 
techniques using two leading software programs, 
Adobe Illustrator and Adobe Photoshop . About 40 dif­ 
ferent effects are featured (e.g., stippling, drop shadows, 
blends, posterization, hand-colored photography, and 
3-D images), most of which are introduced in no more 
than two pages of step-by-step instructions and distinct 
visual examples . The book is beautifully produced, espe­ 
cially the engaging cover designed by Eric Baker and 
illustrated by Louis Fishauf, which demonstrates most of 
the featured effects .
HIGHLY RECOMMENDED  Erik Spiekermann and E.M. Ginger, *Stop Stealing Sheep & Find Out How Type Works* (Carmel, IN: Adobe Press / Prentice Hall Computer Publishing, 1993). ISBN 0-672-48543-5. The oblique title refers to a famous statement by Frederic Goudy, the American type designer, who once said, “Anyone who would letterspace lower case would steal sheep.” Spiekermann is a well-known German typographer, designer of the typeface Meta, founder of MetaDesign in Berlin, and author of *Rhyme and Reason: A Typographic Novel*; Ginger is former managing editor of *Fine Print* magazine. One of the clearest, most engaging introductions to typography, this elegant, well-illustrated volume is intended to serve as “a unique and lively guidebook which shows that type is easy to use, easy to understand, and in the hands of a savvy user, a powerful communications tool.”

SORRY YOU are feeling low in spirits. Don’t worry, it is very common with men when they pass forty—or when they draw near forty. Men seem to undergo a sort of *spiritual* change of life, with really painful depression and loss of energy. Even men whose physical health is quite good. So don’t fret. Often an entire change of scene helps quite a lot. But it’s a condition which often drags over several years. Then, in the end, you come out of it with a new sort of rhythm, a new psychic rhythm: a sort of re-birth. Meanwhile, it is what the mystics call the little death, and you have to put up with it.


MARK TWAIN  When I was a boy of fourteen, my father was so ignorant I could hardly stand to have the old man around. But when I got to be twenty-one, I was astonished at how much he had learned in seven years.

ABOVE  Rugoso postage stamp by STEPHANIE KAISER, graphic design student (1994).

ROBERT HENRI  (*The Art Spirit*)  
No matter how fine a school you are in, you have to educate yourself.
MY GRANDMOTHER, when she served dinner, was a virtuoso hanging on the edge of her own ecstatic performance... She was a little power crazed: she had us and, by God, we were going to eat... The futility of saying no was supreme, and no one ever tried it. How could a son-in-law, already weakened near the point of imbecility by the once, twice, thrice charge to the barricades of pork and mashed potato, be expected to gather his feeble wit long enough to ignore the final call of his old commander when she sounded the alarm: “Pie, Fred?”


HANNAH SAYS her “clock to go to bed” is the horses coming down the lane from the Swan to water at the brook. They come down about 8 o’clock every night. A sort of “eight o’clock horse.” Her clock in the morning to get up is the light as soon as it is strong enough to show her her clothes.


LEFT Rugoso postage stamp by ELISE PLAKKE, graphic design student (1994).

HIGHLY RECOMMENDED Richard Kostelanetz, *Dictionary of the Avant-Gardes* (Chicago: a cappella books / Chicago Review Press, 1993). ISBN 1-55652-202-9. Like balsamic vinegar, Kostelanetz improves with age—this book is a must. “The avant-garde,” wrote Dick Higgins, “consists of those who feel sufficiently at ease with the past not to have to compete with it or duplicate it.” Compiled by the author of *Moholy-Nagy, Conversing With Cage*, and about thirty other unusual volumes, this book itself is avant-garde in the sense that it is an opinionated directory of authentic artistic innovators and innovations in the 20th century (visual arts, music, literature, performance art, and artist’s books), regardless of their faddishness, political correctness, or popularity among the avant-garde poseurs. Among the unanticipated (but perfectly reasonable) entries are Mel Blanc, P.D.Q. Bach, Louis Comfort Tiffany, P.J. O’Rouke, Ogden Nash, Thomas Munro, Winsor McCay, Harold Edgerton, Lee Bontecou, George Herriman, Rube Goldberg, Martin Gardner, and Charles and Ray Eames. “The assumption of this book,” the author states in his definition of Postmodern, “is that the revolutions implicit in modernism continue and thus that current avant-garde art simply extends modernism, which is dead only to dodos.” One of our favorite books of the year.

COLOR INFLUENCES our manner of handling physical objects. On chilly days I reach for my red corduroy shirt. At the American Federation of Arts they used to stain their packing cases in pastel colors, baby blue and pink, to make sure that the freight handlers would treat them with care.

HIGHLY RECOMMENDED Pete Hamill, *A Drinking Life: A Memoir* (Boston: Little, Brown and Company, 1994). ISBN 0-316-34108-8. We know of few books in recent years as enjoyable as this autobiography of a life that was frequently dreadful. Former newspaper columnist and editor in chief of *The New York Post*, Hamill was born in Brooklyn in the mid-1930s and grew up in a staunch Irish Catholic family, in which he learned (from his father) to love to get plastered at Gallagher's bar, along with the agonizing assumption that "if you rose above an acceptable level of mediocrity, you were guilty of the sin of pride. You were to accept your place and stay in it for the rest of your life; the true rewards would be given you in heaven, after you were dead." Renouncing mediocrity, Hamill dreamed of becoming a cartoonist—his vivid memories of art school in New York and Mexico in the 1950s are among the most wonderful parts of the book—but ended up writing for newspapers instead. He gave up booze on New Years Eve twenty-two years ago.

HIGHLY RECOMMENDED Maud Lavin, *Cut with the Kitchen Knife: The Weimar Photomontages of Hannah Höch* (New Haven, CT: Yale University Press, 1994). ISBN 0-300-04766-5. With John Heartfield, George Grosz, Raoul Hausmann (her lover for seven years), and other Berlin Dadaists, German artist Höch (1889-1978) was one of the first practitioners of photomontage, a process by which artists (in the words of Hans Richter) "cut up photographs, stuck them together in provocative ways, added drawings, cut these up too, pasted in bits of newspaper, or old letters, or whatever happened to be lying around—to confront a crazy world with its own image." The title of this intriguing, well-illustrated analysis is the title of one of Höch's most ambitious photomontages, in which, as in virtually all of her work, she appears to portray the complexities of being both a liberated woman and an avant-garde artist at the time of the Weimar Republic.

PETE HAMILL (*A Drinking Life*) I spent one glorious night drinking at The Cedars with [abstract expressionist painter] Franz Kline, talking about women and cartoonists and London art schools. He took three of us to his studio at four in the morning, where he showed us his big new paintings, which were in color. He looked sad and fantastic when he told us that the dealers hated them. They wanted him to keep doing "Franz Klines," in his trademarked black and white.
SIDNEY HOOK
Even more than an actor, a teacher is a sculptor in snow.

SHE [Tallulah Bankhead] could not find any toilet paper in her stall, and asked the lady in the next booth, "Darling, is there any tissue in there?"

"Sorry, no."
"Then do you have any Kleeneex?"
"Afraid not."
Then Tallulah said, "My dear, have you two fives for a ten?"


RIGHT Collage portrait of Freud by KIMBERLY EIGHME, graphic design student (1994).


While Stalin strangled Constructivism and Hitler dismantled the Bauhaus, Mussolini did not suppress Futurism. Combined with Fascism and Art Moderne (or French Art Deco), it resulted in a hybrid of classicism and modernism, a distinctive vein of propagandistic decorative art called Italian Art Deco. Heller is a prominent design critic, Fili an important designer. Piloted by a clear and concise narrative, this 130-page full-color volume is a remarkable storehouse of more than 500 Fascist-era trademarks, labels, posters, package designs, calendars, books, magazines, and other ephemera.

ROBERT HENRI
(The Art Spirit)
This is what is the matter with most of the people in the world; that few are really wanting what they think they want, and that most people go through their lives without ever doing one whole thing they really want to do...
BALLAST is published in Iowa in a region increasingly listed among the most desirable places in which to live (okay, so why not move here soon before we all go stir crazy!). All subscriptions (including gift subscriptions) must be mailed to the following address:

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2022 X Avenue
Dysart, Iowa 52224-9767

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BALLAST doesn't have a budget really. For more than nine years, it has operated at a financial loss but at a personal and philosophical gain. Our losses are currently offset by donations from enlightened subscribers and generous deductions from the Subscription Kid's paycheck. If anyone is foolishly philanthropic (foolish because such contributions are surely not tax deductible), we will sometimes accept a check (made payable to Roy R. Behrens), a lawn tractor suitable for both grass cutting and snow plowing, or a flatbed scanner for our Macintosh computer, preferably an Epson ES-800C Pro ($1300). We are forever grateful to the anonymous donor who sent a Hewlett Packard Laserjet 4MP printer, with which this issue was produced.

We are pleased to note that the New York Public Library has recently acquired a set of all back issues of BALLAST. Other libraries, collections, or well-heeled individuals who would like to obtain back issues should inquire.

DANIEL M. WEGNER
People tell me one thing and out the other. I feel as much like I did yesterday as I did today. I never liked room temperature. My throat is closer than it seems. Likes and dislikes are among my favorites. No napkin in sanitary enough for me. I don't like any of my loved ones.

ROBIN WILLIAMS
They thought lacrosse was what you find in a church.

COVER Collage portrait of Freud by KIMBERLY EIGHME, graphic design student (1994). The student works in this issue are responses to problem-solving exercises, assigned in a beginning graphic design course at the University of Northern Iowa.