

## COLUMNS

- 7 COLORS / PURPLE**  
MATTHEW KLAM  
Good culla
- 9 INVENTORY / \$@#%\*!!!**  
JEFFREY KASTNER  
David Kaufer and the origins of Eudora's pepper system
- 13 LEFTOVERS / THE DAY OF THE REMAINS**  
PHILIP W. SCHER  
Battles over bodies
- 17 THING / NO. 2**  
PAUL MALISZEWSKI, R.K. SCHER, MARY WALLING BLACKBURN  
Three reports

## MAIN

- 21 STREAMBEAT**  
JOSEPH GRIGELY  
Fran Betters and the mysteries of streamside representation
- 27 ARE THE STARS OUT TONIGHT?: AN INTERVIEW WITH ROBERT EVANS**  
JEFFREY KASTNER  
Scanning the skies with the world's greatest supernova hunter
- 32 ARTIST PROJECT: THE CELESTIAL INCORPORATION PROJECT**  
LEE BOROSON
- 33 WILKOMMEN IN IRAK!**  
WALEAD BESHTY & ERIC SCHWAB  
In Berlin, a little bit of Baghdad
- 42 ROCK BOOKS**  
BRIAN TUCKER  
Richard Sharpe Shaver's lapidary fantasies
- 46 EN PISTE: AN INTERVIEW WITH JAMES NIEHUES**  
JOCKO WEYLAND  
The art of the ski-area map

## THE AVERAGE

- 53 100,000 AVERAGE JOES**  
PAUL FLEMING  
Defining the middle ground
- 57 BY THE NUMBERS: AN INTERVIEW WITH WILLIAM L. BIRD, JR.**  
SASHA ARCHIBALD & DAVID SERLIN  
Painting a picture of the middle class
- 64 MIDDLE MEN**  
EVA GEULEN  
The aesthetics of the mediocre
- 69 THE LAW OF AVERAGES 1: NORMMAN AND NORMA**  
DAHLIA S. CAMBERS  
Looking for Mr. and Mrs. America
- 70 THE LAW OF AVERAGES 2: AMERICAN ADONIS**  
MARY COFFEY  
Eugenics, statistics, and the controversial paunch
- 72 THE LAW OF AVERAGES 3: MEET MARIANNE**  
MÅNS WRANGE / OMBUD  
The Average Citizen project
- 73 THE DECLINE OF THE AVERAGE MIND**  
BARRY SANDERS  
Things fall apart
- 77 ARTIST PROJECT: 100 SPECIAL MOMENTS**  
JASON SALAVON

- 82** **PREDICTABLE YOU**  
DAHLIA S. CAMBERS  
On actuarial tables
- 83** **STANDARD DEVIATION: AN INTERVIEW WITH JÜRGEN LINK**  
ANNE MIHAN & THOMAS O. HAAKENSON  
Modernity and the reign of normalism
- 88** **ONE DAMN PAGE AFTER ANOTHER**  
ROBERT SHIELDS  
The relentless diary
- 90** **LIFE ON THE BELL CURVE: AN INTERVIEW WITH THEODORE PORTER**  
PAUL FLEMING  
Redefining mediocrity
- 96** **ARTIST PROJECT: ALPHABETIZED NEWSPAPER**  
RUTHERFORD CHANG
- 98** **FANFARES FOR THE COMMON MAN**  
A selection of political quotes
- 100** **HOW LITTLE WE KNOW OF OUR NEIGHBORS**  
REBECCA BARON  
Mass-Observation and the meaning of everyday life
- 104** **BUTTONS AND POCKETS**  
Drawings by Bernard Rudofsky

**AND**

**POSTCARD: HOMOKAK FAMILY (A NUT STUDY)**

**POSTCARD: FITTER FAMILIES FOR FUTURE FIRESIDES**

**BOOKMARK: THE PIXEL AT FIFTY**

Look near the subscription card