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- No. 1 GOOD TASTE
- No. 2 WHAT TO DO WITH WORN-OUT FLAGS
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- No. 3 THE PRINCIPLES OF NEWSPEAK
- No. 4 SHOPPING FOR WAR
- No. 5 THE LOGIC OF WAR
- No. 6 WHY IS OUR ART SO BAD?
- No. 7 MUMMIES
- No. 8 CONUNDRUM
- No. 9 ONE MORE TIME: WHY ARE WE THERE?
- No. 10 FICTION 101
- No. 11 THINK AGAIN
- No. 12 "1969" at P.S. 1 (LET IT BLEED)



No.1 IN THE BURNING BOOKS SALVO SERIES OF EDUCATIONAL PAMPHLETS
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SALVO: a simultaneous discharge of two or more guns in
action or as a salute • a mental reservation • a means
of safeguarding one's honor or allaying one's conscience

GOOD TASTE

So-and-so has good taste.

Do you have good taste?

GOOD TASTE

Good taste is a sin of omission. It leaves out direct awareness of forms and situations.

Good taste is the first refuge of the noncreative. It is the last-ditch stand of the artist.

Good taste is the anesthetic of the public. It is the critic's excuse for lack of perception.

Good taste is the expression of a colossal incompetence. It is the "putting on" of the genteel audience as a mask or net by which to capture ambient snob appeal.

Good taste is the most obvious resource of the insecure. People of good taste eagerly buy the Emperor's old clothes.

Good taste is the highly effective strategy of the pretentious.

(Marshall McLuhan and Harley Parker, *Through the Vanishing Point: Space in Poetry and Painting*)
