Heading Home

Parked here in Goshen
on the shoulder,
    Some thirty yards beyond
    a country crossroads.
Field notebook wedged
in the struts
    of the steering wheel,
Makeshift prop desk
Rav4 option
now not unavailable
    (Same Toyota
stranded weeks on end
At trailheads in the Yoop,
inviting the rude inscription
    of righteous vandals
Cast into a flat world
that somehow never comes)
While, fidgeting in sweat,
    demotic jotting, pollen
    and blown earth
Call for raised glasses
and the rubbing of parched eyes,
    Occluding the glance
that caroms off the rearview
In ecliptic revelation,
I bear witness,
    a Hummer hurtles westward
as an eastbound buggy bounces
at an easy Amish canter,
Their silhouettes so similar
as they coincide,
My lapsed Leica and
antique Nokia
miss the moment
I must etch in pencil.

John F. Sherry, Jr.
University of Notre Dame

Consumption Kaddish in Four Koans

Commodity zen:
To every hungry ghost we
Pledge, a winding sheet

Commercial mecca:
Feast to famine ratio
No pilgrim reckons

Shopper’s paradise:
Prey to used gods the old ways –
Beg borrow or steal

Postmodern potlatch:
The Burn at Black Rock City,
Counter cargo cult

John F. Sherry, Jr.
University of Notre Dame
Explorations in Consumer Culture Theory

Edited by John F. Sherry Jr. and Eileen Fischer