

Due to the time constraints of this personal zine, a lot of this will be stream-of-consciousness. I'm also documenting the process (maybe) at Aisling.net. ← yes, i did.

☆ Here's where this started:

Last night, I was going through some wonderful, old, yellowed newspapers from 1951, seeing what I could use from them for future collages. I'm fascinated with *all things vintage*, but particularly what's *unique* about the past... iconic images and cultural quiriness that defines a particular era.

The thing that struck me immediately was the *cost* of TVs. I grew up with a television at home and one at our summer cottage. I knew that some of our neighbors didn't have TVs, and I can recall my parents inviting friends to dinner at our home, and then everyone would watch TV.

It never seemed *odd* to me, as I sat beneath the dining room table, watching whatever was on the TV. (My parents only caught me, twice; I saw a lot of late-night programming from my beneath-the-table hiding spot.)

However, reading the prices of TVs in 1951 – \$250 to \$300 or more – amazed me. See, the average income at that time – and most households were supported by one income (only the husband/dad worked) – was about \$2750. So, in 1951, a TV cost *more than a month's salary*.

If we fast-forward and recalculate for 2010 income – averaging \$50k – it's as if a TV cost \$5000. Seriously, even if you could afford a \$5000 TV, would you actually buy one? Put that way, you'd probably laugh and say, "Not a chance."

with *that* many cues and subliminal messages, most people will succumb to at least *some* status cravings.

10:00 a.m. update: The more I delve into this zine and lifestyle issues, the more questions I'm discovering. They're questions I won't have time to research or ponder within this 24-hour timeframe.

However, the zine is nearly completed now. I expect to be at the copy shop within an hour, so this will be my last post.

Thoughts at the conclusion

I'm thoroughly dissatisfied with this zine. Yes, it represents a process. Yes, it was my first time attempting this. It still seems like a half-baked zine with no clear statement about... *anything*.

It also doesn't really represent the glimmer of inspiration that occurred when I chose the zine title. I'm not sure what to do about that.

My biggest mistake was the scheduling. Mornings are my most productive time, but I started this on a hot summer afternoon, when I was tired. Nothing cohesive seemed to emerge, yet the integrity of this project/challenge requires me to publish it, as-is.

That said... I feel as if I want to redeem myself by doing a second zine this week. I'd work on it the *right* way, based on what I learned from this experience. I mean, do I really *want* to live with this as my only 24-hour zine for the 2010 challenge?

I'll see how I feel when I see this printed. I may look at it and decide that it's not so bad, after all.

For *that* decision, see Aisling.net, where I'm sure I'll mutter, mumble and pontificate on this, further.