

and furthermore...



titillating second issue

the addendum fanzine to In A Prior Lifetime

Following through on his threat, this is an electronic fanzine from the ether pen of

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This fanzine is available for downloading by request, or by visiting Bill Burns' website, www.efanzines.com, which is a worthy endeavor to support.

Small bags of sunflower seeds are the preferred bribe in these parts, too.



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*I have actually received a couple locs in response to the first issue. The low number doesn't surprise me, since the first few issues of a new zine tend to be smaller in size and content, and I wasn't sure how people would respond to my brief musings regarding advertising's control over our supposed free will. This is something that gets to me at times since I see so many kids in this college town desiring nothing else but to be one of the "trendies." This goes for high schoolers and the college kids alike. Mayhaps in a future issue I will get into a discussion or diatribe about MySpace.com or The Face Book, two very hot, trendy on-line sites; The Daily Show recently made fun of these, as well.*

*As things go along in this zine, as well as in its parent zine, In A Prior Lifetime, my plan is to keep And Furthermore...within an 8-page limit, counting cover. Depending on the amount of locs I get, we shall see how that goes.*

*But, onward to the debut loc writers! The first person to respond was my old correspondent friend, ERIC MAYER, who had this to say about the first issue:*

John,

So, by Ghu, you've carried out your threat. If you continue on like this you'll have something resembling a blog. I continue to be uncertain about where the line is between super frequent zines and blogs and what advantages one might have over the other. ***I am not into blogging and all, but I can see the resemblance that you mention. What advantages there are escape me, since I have little experience with blogging, but to me, a frequent e-zine is more like a limited apa in which you can have multiple conversational threads running. But I really don't want to do the apa thing ever again. I much prefer the control that I can have with a fanzine; this is my baby to write, edit, and so on. Maybe this is the difference: with a zine there is the semblance of more control.***

I'm content challenged. I have trouble leaving one and two line comments on the blogs I read with any {regularity}. It has occurred to me I might start collecting my blog comments for a fanzine and also maybe convert LoCs, after a decent time, into blogs. ***Interesting idea.***

But I never read *The Space Merchants* so I am kinda stuck. I did read *The Hidden Persuaders* and I'm surprised it is out of print. It was on the list of books my college asked incoming students to have read. ***This is a book that should now be required reading at the secondary level. Packard raises some very pertinent questions relating to life in 21<sup>st</sup> Century America, and this book should NOT be out-of-print. For shame, book publishers!***

Advertising is too pervasive. We really don't have any political process any longer, just relentless, competing ad campaigns. Everyone is supposed to be selling, all the time. To get a job you have to sell yourself. Same thing to find a mate. Authors are told to promote, promote, promote. (Yeah, I have little thumbnails of our books on my blog. If I didn't, I'd feel I wasn't doing my job) I know the object of all this salesmanship is success, but everybody can't buy everything everyone else has to sell all the time. We're becoming a nation of Willy Lohmans.



***A scary thought, but I think you've hit on the very nature of contemporary American sociology. We are all in competition with each other, so therefore, everyone must need to prove that he or she is better than the next person. We are vying for the same space, the same job, the same dollar. In a sense, this zippy little zine of mine is also doing the same thing: am I aware of this self-promotion I am producing simply by pubbing an e-zine or even a good, old-fashioned dead tree type of zine? If so, what am I selling? Myself, obviously; but who really wants to buy me? (As if I have a price...HAH!)***

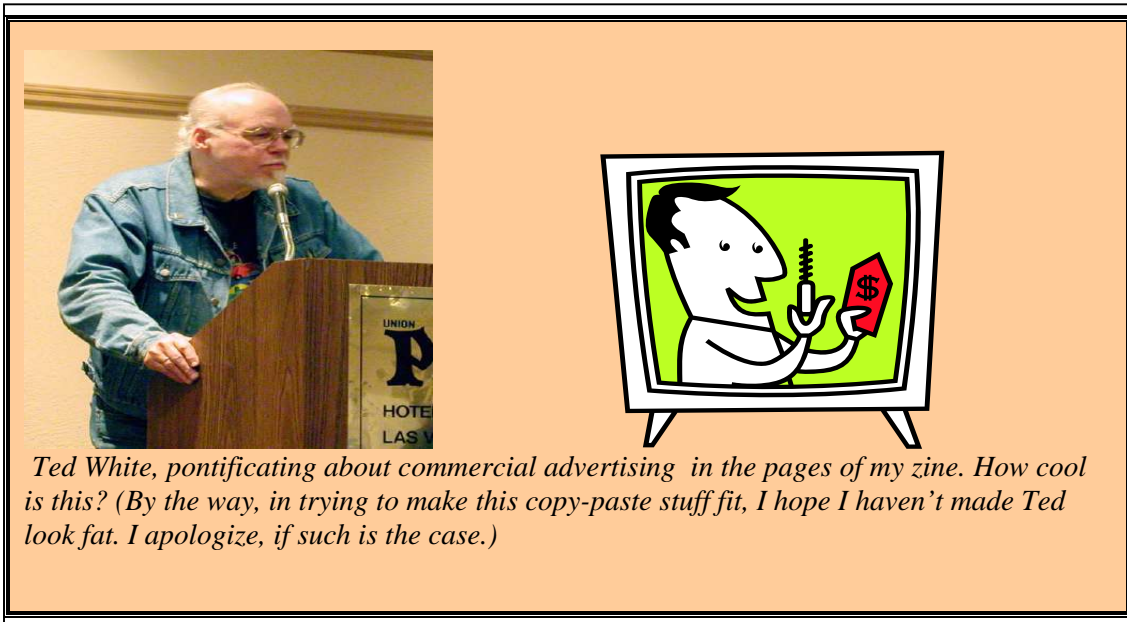
*The only other person to ship a loc my way came from a very surprising source. TED WHITE sent the following very interesting letter, which makes some very keen observations on advertising and how we can defend ourselves from the mugwumps of Madison Avenue.*

I read *The Space Merchants* back when it originally came out (and I loved the sly pun in the title), but I never read Pohl's follow-up novel, so I was unaware of *Venus, Inc.*

On the other hand, I did read *The Hidden Persuaders*, long, long ago -- but I must admit having forgotten all but its basic point, which I thought at the time was obvious and self-evident.

I was, then (1957-58) just emerging from my teens. My family had no TV set, but I listened to a lot of radio and occasionally caught TV shows at my friends' houses. Commercial advertising was a tad less pervasive then, but still ubiquitous. *The Hidden Persuaders* blends in my memory with *The Man In The Gray Flannel Suit*. The '50s was the First Era of Madison Avenue. And in 1959 I moved to NYC and actually walked up Madison Avenue one day, just out of curiosity. Looked much like NYC's other north/south avenues to me, but what did I know. I was in the Big City.

You wonder how much subliminal control advertising has had over you -- how much you've been shaped without your awareness. I can't answer for you, but I can tell you that it has had little effect on me.



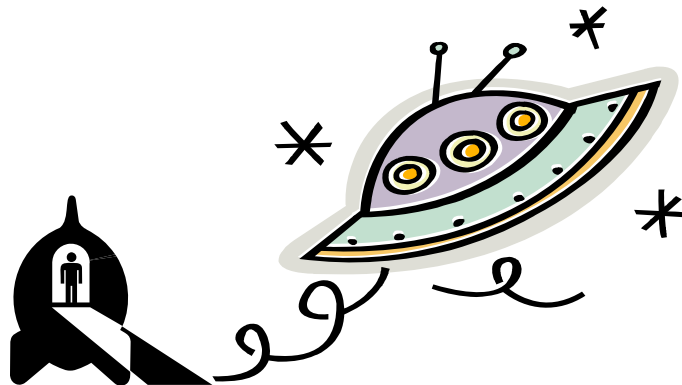
*Ted White, pontificating about commercial advertising in the pages of my zine. How cool is this? (By the way, in trying to make this copy-paste stuff fit, I hope I haven't made Ted look fat. I apologize, if such is the case.)*

I've known who I was since infancy. Call it a strong ego, or just self-awareness or introspection, but I've been *me* for as long as I can remember -- which is to within a week of my birth. That is, I've had a strong and developed personality all that time. **Interesting. I can't remember back that far. Fragments of kindergarten is the best I can recall.**

And by the age of 7 I was aware that I was pitted in a covert battle against the mindless authority figures who tried to rule my life and dictate the terms of my existence. I never accepted their authority. I was always in secret rebellion. "Secret" because I knew I had to stay under their radar or they'd crush my rebellion mercilessly. They were in control. They had all the weapons needed to crush me, crush my spirit and creativity. (I'm not speaking of my family here, but the other adults whom I encountered, mostly teachers of one sort or another.)

This may strike you as an unnecessarily paranoid view of the world for a kid, and perhaps it was, but it was my response to what I saw going on around me in the adult world -- in school and church. I didn't verbalize my thinking in those days, and certainly not in those terms, but these were strongly formed beliefs and I held them close. ***I don't know if this is a paranoid view of the world for either child or adult, but it strikes me as indicative of the cynical views we were raised with starting in the Fifties, but especially so as the 60s progressed. We are products of our environment.***

That being the case, I was a lot less vulnerable to Madison Avenue manipulation than many people. I was an outsider, a cynic. (And this is precisely why I became a fan.) ***Personally, I think most "true fans" are cynics.*** I have also lived for most of my life on a perishingly small income, which did not allow me to indulge in advertising-encouraged buying sprees. (During the time I edited AMAZING and FANTASTIC I qualified for and received food stamps along with Medicaid for my daughter. Yes, I was a Welfare Dad...) ***Hey, I've been there too. Technically I am one of those right now; as adjunct faculty for two community colleges, I am not eligible for health benefits for at least another year, or unless I get hired on full-time by either one of them or another school. This is grounds for another topic in a later issue.***



So I stand back a bit from the pop culture, dominated by and almost indistinguishable from advertising, and I observe it cynically and knowingly. I also adapt from it what I can, especially the new technologies. (Being able to manipulate WAV.files, and to transform old cassette recordings into decent-sounding CDs is fantastically enabling. My current band, Conduit, is now recording to a hard drive built into a mixing board -- technology which cost us \$400 on eBay and duplicates what used to cost \$30,000 or more in analog days.)



As an SF fan and the possessor of a Cosmic Mind, I'm sure you too have your own defenses against subliminal assaults, and I suspect you've retained your own integrity as well as I have mine. It's all part of modern life.

All best,  
Ted

*Well, I don't know about that. We all would like to think we fans are immune to the ways of Earth-humankind. Speaking for myself, I would like to think that my basic integrity is intact. This is all contingent, of course, on whether or not you're invoking the name of Claude Degler and reinstating the Cosmic Circle.*

*Wait a minute... Degler disappeared not too long before you rose in prominence as a fan...*

**OH MIGHOD, NO!!!! COULD IT BE??!!??**



The person responsible for the preceding outburst has been sacked.

We now return you to our irregularly scheduled publication.

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*So, the burning question of how much our decisions are impacted by the media is not really answered, but yet can only be answered by how we personally respond to the media blitz. As Ted says, we need to maintain our integrity in the face of this onslaught even to the point of holding a cynical view of the world. Thus, I wonder if that is a healthy attitude, and I believe it is. We really can't believe everything we see and hear; that's just asking for trouble. No. I have no desire to be just another cog in the machine.*

*Until next time, thank you for perusing this zippy little fmz. – John Purcell*

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