

masa bulletin

ERRORS: Almost every reader noticed the printing errors on the cover of our last issue. First, on the front cover was the line "Volume VIII, Fall 1967, Number 1," while the spine and table of contents inside all said, correctly, "Number 2." Then, on the inside front cover appeared the caption for the cover photo from the previous issue. The correct caption appeared as planned, adjacent to the portion of the photo which "wrapped around" to the back cover. And finally, Professor Martin Campion, Kansas member of the Executive Committee, had his name spelled "Compton." Everyone concerned is duly apologetic.

THE LURE OF THE BIGTIME: We note regretfully that this is the last issue with which our Plucky Graduate Assistant, Mary Lou Cassidy, will be associated. Her departure, we hasten to add, is unrelated to the errors in the item above.

REPRINTS are no longer a problem! After all these years of suffering, our contributors are assured of fast and economical reprints for their articles. For articles of 10 pp. or less (in typescript), the rate is \$10 per 100; longer ones cost \$15. Minimum order: 100. Checks made out to *masj* and mailed to Uncle Jerzy at our business address.

CIRCULATION is a problem. This new format costs, and we need more bread. Browbeat colleagues into subscribing. Classroom adoptions have helped us enormously in the past. The present issue should be useful in the right classes; bulk orders are available. Your college bookstore can handle *masj* like a textbook. Orders go to Professor Hauptmann, Park College, Parkville, Missouri 64152.

PROFESSOR WILLIAM BOTTORFF deserves special thanks for his labors on this issue; he did the leg-work, spreading the word to Jeffersonians, and acting as an extra member of our Editorial Board as the contributions came in.

STAFF: We are delighted to welcome back to our staff and to our region Professor Wayne Wheeler, Chairman of the Department of Sociology at the University of Nebraska, Omaha. Wayne, as old-time readers of *masj* know, edited the *Journal's* predecessor, the *CMASA Bulletin*, which, in those days, was an informal semi-annual produced on a spirit duplicator at Park College. However modest in format, the *Bulletin* was first-rate in content. It was tied more closely than is *masj* to the annual meetings of the association—but that was certainly nothing to be ashamed of, since the quality of papers delivered at those meetings has always been unusually high.

When the *Bulletin* became the *Journal* and moved to the University of Kansas, Wayne came along as our first reader in social science, serving us faithfully in our sleazy green period as *JCMVASA*, our black-bordered years under the format we adopted in 1961, through the change of title (to *masj* in 1962) and up until 1964, when he was replaced by Harold W. Davey of Iowa State University. Professor Davey had to resign, and his tenure was completed by Professor Kalman Goldberg, of Bradley University. The term has just expired, and we extend our thanks to him for these years of patient service while welcoming back Professor Wheeler.

(Continued on page 112)

masa bulletin

(Continued from page 4)

THIRTEENTH ANNUAL MEETING: MASA met at the University of Iowa on April 5 and 6. As one entered the Union, one saw two signs in the middle of the lobby:

MIDCONTINENT
AMERICAN STUDIES
ASSOCIATION

REGISTRATION
Big Ten Lounge
Third Floor

VERTIGO
CONFERENCE

REGISTRATION
Big Ten Lounge
Third Floor

What went on at the Verigo Conference is not clear. (Would one expect it to be?) What went on at ours follows:

8 p.m. Friday—Robert A. Corrigan, Chairman; Thomas Cochran, University of Pennsylvania, "Business and the New Deal"

9:15 p.m.—Harry Oster, Master of Ceremonies, Festival of Iowa Folk Music

(This event and several of the others were held jointly with a meeting of the Midwest Folklore Conference.)

9:30 p.m.—Reception at the home of Professor Kern

(This, perhaps, was the *real* Vertigo Conference.)

9 a.m. Saturday—Sherman Paul, Chairman; James Ballowe, Bradley

University, "George Santayana on Autobiography"; Archie Green, University of Illinois, "A Fresh View of the Gospel Tradition"

10:30 a.m.—Joseph Wall, Chairman; Stow Persons, University of Iowa, "Origins of American Mass Culture"; John Cawelti, University of Chicago, "Beatles, Batman and the New Aesthetic"

12:30 a.m.—Luncheon; Leon Dickson, Chairman; Presidential Address: Norris Yates, Iowa State University, "Images of National Character in *Time Magazine*"; Business Meeting

2 p.m.—Richard Herrstadt, Chairman; Panel Discussion: Roles of the Regional Folklorist, Roger Welsch, Nebraska Wesleyan University, Archie Green, University of Illinois, Harry Oster, University of Iowa

3 p.m.—Frank Seiberling, Chairman; Joan Liffing Zug, Des Moines, "Seed Paintings, Samplers, and House Blessings: Folk Art in Amana"

Iowa Folk Arts Exhibition and Demonstration—Photographs: Joan Liffing Zug; Stone Handicrafts: John Kobes; Demonstrations of Quilting: Iowa City Christian Church Quilters

Attendance was good (more graduate students around, these days, what with doctoral programs running at Iowa, St. Louis and Kansas), the papers were splendid, there was adequate time for discussion and socializing, and the folklore bunch turned out to a highly sophisticated outfit which knows how useful good regional folklore can be to students of American culture. Not a folkpot in the crowd. Next year, St. Louis. The year after, Omaha.