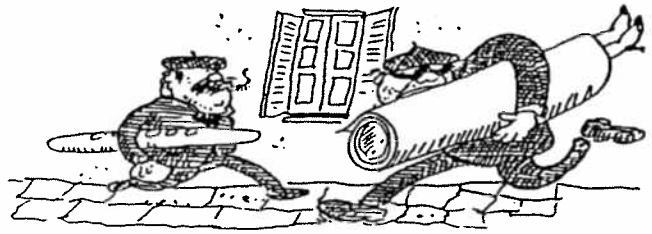


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THE MOUSE IN THE COORS BEER CAN: Goliath Strikes Back

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We all know about mice in coke bottles. Gary Fine (1979) used this legend to illustrate the multiple origins of urban legends. Another of his essays (1985) described "The Goliath Effect": the tendency for the folk to attach a corporate legend to the brand that dominates the market, arguably to level the market. These are key ideas, but as one legend-related episode illustrates, the modern Goliaths win many more battles than the biblical account might suggest.

This episode concerned a rodent discovered in a can of Coors beer in Jacksonville, Florida, and was widely reported in the popular press in Colorado (Coors' corporate headquarters) and in northern Florida. The story first appeared in the Business Section of The Denver Post on Aug. 4, 1988, under the headline: "Rat allegedly found in can of Coors." Its last newspaper appearance in Colorado was on October 26, 1988: "Mouse in beer lands stuffer in prison."

The first Denver Post account read:

Adolph Coors Co. officials hope to meet today with a man who claims to have found a rodent in a 16-ounce can of Coors premium beer. James Harvey, a New York City chef visiting his ex-wife in Jacksonville, Fla., took the can to the Jacksonville Health Department Wednesday. When health department officials pried open the lid and poured out the contents, a dead animal fell out, according to Jacksonville environmental health director Jon Cottle.

Cottle said the animal appeared to be a baby roach rat or a mouse. He said the rodent and the beer would remain in his lab's refrigerator until Harvey and his attorney determined what they wanted to do with the material.

Earlier, Coors representatives offered Harvey \$1,500 to either turn the can over for testing by company officials or to take it to a Florida laboratory for testing, said Coors spokeswoman Becky Winning. Harvey rejected the offer. He said he was concerned that the company intended to "hush up" the incident.

Harvey said his ordeal began Friday afternoon when he bought a couple of cans of Coors to share with a friend. With his second sip, Harvey said he "felt something against my mouth. I looked in the can in the sunlight and saw feet and a tail."

Winning said the company merely wanted to know "what happened, where it happened and how it happened."

The following day, another article appeared in The Denver Post: "Coors wants rodent in can tested." This contained a photograph of the mouse, the can, and what appeared to be a glass half full of beer.

Adolph Coors Co. went to court Thursday to obtain the mouse a New York City man claims he found in a can of beer.

* * * * *
Coors wants the mouse, the can and the beer to determine how the animal got into its product.
* * * * *

It is the second time in the last six years someone has claimed they found a rodent in a Coors product. The brewer settled a 1982 case out of court after a Texas man claimed he found a rodent in a bottle of Coors. "There was no proof any contaminant was introduced into the bottle while it was at the brewery," said Coors spokesman Mike Wood. As part of the settlement, both parties agreed not to disclose the terms, Wood said.

* * * * *
"The one thing you're dealing with in a beer is image, and if that image is sullied, that can have a severe effect," said Michael Mazzoni executive vice president of Barton Beers in Chicago. Barton is the major U.S. importer of Corona Extra Beer, which last year battled untrue rumors that Mexican brewery workers were urinating in the vats. Corona traced the source of the rumors to a competitor, won a lawsuit, and embarked on a massive publicity campaign to educate distributors and consumers that Corona was not contaminated. Sales tumbled anyway, and Barton still occasionally gets questions about the rumor.

"It's a no-win situation. You can go to the marketplace and battle the rumors, or just hope they go away on their own," Mazzoni said.

The next day, August 6, two stories appeared in The Denver Post. "Coors fans smell a rat in scandal" and "Story chokes Coors sales in Florida." Both of these stories were largely anecdotal, with Colorado beer-drinkers seemingly more on the side of Coors: "They talk about it, but they still drink Coors," said a bartender at the Lone Moose in Kremmling, Colorado. But beer-drinkers in Florida, where Coors was new to the market, were more cautious: "It doesn't sound possible that he set them up. . . . Accidents happen. One thing you really can't guard against is mice. Same thing with roaches and ants."

The following day editorials began to appear in Colorado, all loyal to the Colorado brewer. Jack Kisling published "A dream of rats to riches" in The Denver Post, which began: "I would be a wealthy man today if I had played my cards right in 1979, when I found a grasshopper in a package of frozen broccoli." But the editorial concluded that the Florida mouse-in-the-Coors-can case was fraudulent: "The more I study that rat and that can, the more I tend to think it could have been crammed in through the opening in the top. . . ."

Bill Jordan, writing "Maybe Coors didn't drown the mouse" for the [Boulder] Sunday Camera (8/7/89), again suspected that something was "fishy" based on his own apocryphal experience: "One time me and my pal Lefty were out fishing. . . . Lefty was very tired and he nodded off in the wee hours with his beer still in his hand, and his hand went over into the stream. During the night a small brown trout swam into the can. . . . He looked at that. . . . brown in the beer can and it was like he had purchased the winning lottery ticket. . . . He poured out the water. . . . and then he opened the only beer we had left, a Sierra Nevada, and poured it in there with the brown. . . . 'It will never pass the

taste test,' I said. 'A Sierra Nevada tastes better than a Coors, even with a fish in it.'

The next day (8/8/88), Dick Kreck wrote "As a public service, let us test your Coors" for The Denver Post; "readers are invited to send me one can of Coors from each six pack they purchase. I will taste this Coors and send back certification that it contains no stray animal or plant life. . . . I am thinking of expanding this program to Miller, Bud and, later, Rolls-Royce and Cadillac."

A few days later (8/12/89), what appears to be official Coors "disinformation" appeared in a Denver Post article, "Man making mouse claim collided with Coors truck." This article implied that Harvey was a liar. The piece revealed that "Floridian James Harvey, who claims he found a mouse in a can of Coors beer July 29, was involved in a traffic accident 2 1/2 months ago with a Coors truck. . . . He has filed a suit against Coors with Coors' insurance company." This suggests Harvey's motivation: financial need (he was unemployed) and revenge (he had been in an accident with a Coors' truck). The piece also noted that Harvey was not "a New York City chef," but "a Jacksonville construction worker who currently is unemployed." Thus he is revealed to be from a different class-- construction worker rather than chef--and from an area with decidedly lower status than New York City.

At this point all of the weight of "the system" was brought in on Coors' side. The Denver Post reported in "Coors, distributor file suit over claim of mouse in can" on September 3, 1988:

Golden-based Adolph Coors Co. and the brewer's Jacksonville, Fla., distributor have filed suit against James Harvey, the man who claimed he found a mouse in a beer can July 29. The civil lawsuit, filed Friday in Circuit Court in Jacksonville, seeks damages--the amount to be determined by the court--for product disparagement, defamation, attempted theft by deception, fraud and deceit, and intentional interference with an advantageous business relationship.

* * * *

A court-ordered autopsy by University of Florida veterinary pathologists later indicated the mouse had died no more than a week before the Aug. 5 examination. Coding on the can indicated the beer was packaged May 13 in Golden.

Coors' second strategy was reported by the Post in "Man faces charges in beer claim" (9/28/88), a headline topped by the screamer PRODUCT TAMPERING, EXTORTION. The same photograph of the beer can and mouse was reprinted, only enlarged, and the first paragraph picks up on the screamer: "A Florida man who roared about a mouse he found in a can of Coors beer was charged Tuesday with felony product tampering and extortion." The article ended with a statement of Coors' motivation: "Coors beer sales in northeast Florida dropped about 16 percent in early August, shortly after news reports of Harvey's claim. . . ." As a part of its image-repairing, Coors "recently took out a full-page ad in The Florida Times-Union and Jacksonville to explain the 'most exacting and sterile conditions during packaging.'"

The story continued to make local papers as steps toward a legal resolution were taken. On 9/30/88, in "Man surrenders in Coors-mouse case" the Post informs us that Harvey called the Florida State Attorney's office and "voluntarily surrendered." Harvey's public defender "criticized the prosecutor's request for a high bond:"

"The only surprising thing in the case is the \$50,000 bond," said Chief Assistant Public Defender Bill White. "He cooperated fully, and yet he had that kind of bond.

* * * *

I haven't read the language of the charges, but I understand they are accusing him of putting the mouse in the beer can," White said. "This is the first time we've seen a case like this one under the Florida Anti-Tampering Act."

"Fla. man admits stuffing mouse in Coors can" appeared in The Denver Post on October 9, 1988. The first sentence summed up the story: "A Florida man has confessed that he stuffed a mouse into a beer can and then sued Adolph Coors Co. to get revenge after a Coors truck collided with his car. . . ." In this story, some of the facts vary from earlier accounts. Here the date of the mouse incident is given as July 27, rather

than as July 29. Earlier (9/3/88) it was reported that: "He first asked for \$35,000, then \$50,000 from Coors in compensation," but in this story: "Harvey sought \$35,000 in compensation from Coors after refusing the Golden-based brewery's initial offer of \$1,500 to surrender the beer can." It is also pointed out here that "Macon police cited a Coors driver with making an improper turn," which presumably resulted in the accident with Harvey. Earlier (8/12/88) Joe Fuentes, "a spokesman for the Golden-based Adolph Coors Co" had said: "I am not sure whether it was a company-owned truck or a distributor's truck. He has filed a claim against Coors with Coors' insurance company." There is no mention of an offer from Coors to settle.

On October 11, 1988, The Post reported, "Mouse-in-beer claimant pleads not guilty in Fla." The article said that Harvey could face up to thirty years on prison. It also noted that Coors "claims it has spent \$500,000 defending the company's reputation as a result of the adverse publicity. The Coors distributor in Jacksonville, Neal Tyler and Sons Inc., so far has lost \$100,000 in sales." On October 24, The Post printed "Peter Coors makes whirlwind trip to lure back 'mouse-bit' consumers" in its business section:

It's rare for a member of the Coors family to be so accessible to the media, but the "mousecapade" apparently calls for unusual action. Sales of Coors products in the Jacksonville area have dropped significantly since early August, when consumer James Harvey reported he found a mouse in a can of Coors premium beer.

* * * *

Coors did two waves of research in Jacksonville after the mouse incident, and the latest results, just in Friday, showed that consumer opinion of Coors is slowly improving in the Jacksonville area. "Our bottom line is that this type of thing shouldn't happen to us or to any other company," said Coors spokesman David Goldberg. "We felt that we not only had to stick up for ourselves, but for our customers, and for the consumer confidence we have built up during the past 117 years."

With all of this background, no one would be shocked to read "Mouse in beer lands stuffer in prison" in the Oct. 26, 1988 Post. The lead paragraphs read:

A Jacksonville, Fla., judge sentenced James N. Harvey to 18 months in prison Tuesday for stuffing a mouse into a can of Coors beer almost three months ago.

Harvey, 30, pleaded guilty to one count of extortion and one count of tampering with consumer products, then he apologized to the Adolph Coors Co. of Golden.

* * * *

After the sentencing, representatives of Coors and . . . Neal Tyler and Sons . . . said the companies won't pursue a civil lawsuit. . . . "Our purpose in filing the lawsuit was not for revenge, but to restore consumer confidence on our products," said Peter H. Coors. . . . "We also wanted to send a clear message that product tampering is a serious crime against consumer confidence and trust that will not be tolerated."

There was no mention of Harvey's having been compensated for the accident with the Coors beer truck. James Harvey must have felt very lonely when he confronted Goliath.

Obviously, life was imitating legend. Harvey presumably knew the legend of the mouse in the coke bottle and also knew that finding a mouse in a can of Coors would get the attention of the company, which did not seem in a rush to settle after his accident. Although no one mentions corporate legends directly, the episode with the Texas man in 1982 is mentioned, as are the "rumors" about Corona beer. And the popular response picked up on the traditional elements of this story. In Colorado, jokes were occasionally told about Coors and mice, such as, "Coors is the only beer with a head and a tail," and "Coors is going to start making a beer with a cat in it as a chaser." Xeroxlore (such as the one reproduced) still appears. On an evening newscast on October 31, the night after Halloween was celebrated, there was the customary report of trick-or-treating in shopping centers with cute shots of cute kids in cute costumes, one of which was a body-length Coors beer can; the trick-or-treater's face was made up to look like a mouse and upon his head was perched a pair of Mouseketeer ears.

MOVE OVER SPUDS

MICKY MOUSE LSD TATTOOS:
A Study in Emergence

Bill Ellis
Penn State--Hazleton



Coors is a company with an image problem, having "busted" a union, having used lie-detectors widely as a part of the process of employment, having frequently searched employees and their possessions, and--the Coors family generally--having supported various unpopular conservative causes; there have been various "Boycott Coors" campaigns during my twenty-two years in Colorado. Significant also are such matters as the various spokespeople for Coors: an Anglo woman, an Anglo man, a Spanish-surnamed man, and a Jewish man. Thus the public face of Coors is carefully maintained while employees grumble privately about discrimination.

Logically, then, the very words of the later news stories read almost like news-releases from Coors, carefully shifting the media paradigm from "legend" to "product tampering," thus associating the episode with the Tylenol scare, not the Kentucky Fried Rat. Interestingly, in 1982 and in 1988, Coors was willing to settle quietly for \$1500, to "hush it up," as Harvey was quoted as saying. What else is in Coors' files?

These conclusions illustrate another "paradigm shift": what is traditional in one context may be seen as threatening or damaging in another. Thus we may appreciate graffiti artists, but certainly the mayor of Denver does not. In this case, the have-nots confront the have-nots, but where it comes to roost most strongly is in those areas which one cannot touch or count, as with Coors' emphasis on consumer confidence, something we all recognize as of importance. Context does seem to define meaning.

James Harvey is in prison, his public defender [sic] notwithstanding, but the Adolph Coors Company remains extremely vulnerable to another attack. Perhaps that explains why Coors seems to have over-reacted against Harvey. Why the press seems to have sided with Coors is revealing--perhaps because the have-nots don't do the reporting. For a larger context to this conclusion, see Bagdikian (1987).

Sources

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On Tuesday, May 16, my 5-year-old daughter Elizabeth returned from her Catholic pre-school excited about a story Sister Ursula had told her class about people "who would give you dots to stick on your skin and then you would get sick and fall down." She told me she had been cautioned not to take anything similar from strangers, to scream if necessary, and to point out the dot-giver to a grown-up at the school. I suspected a legend in emergence, but said nothing until the next day, when Elizabeth brought home a familiar photocopied memo. This warns parents about "a new method of introducing children to drugs" by marketing LSD in "tattoos" that feature stars, pyramids, clowns, and Disney characters (see FN 12:2-3).

This item has circulated in this area at least since 1980, when it was distributed to children in the public schools, and as recently as November 1988 it went through the school system again, eliciting a debunking article in the Hazleton Standard-Speaker. That memo originated from a untraced "Cumberland County Sheriff's Department"; by contrast, this one appeared on official stationery of Merchants Bancorp, a major bank centered in nearby Allentown. Originally addressed to Bancorp employees from Sarae E. Quinn, Director of Human Resources, and Blair M. Stuart, Director of Security & Safety, this memo was dated 10 March 1989, or about two months before it arrived at my daughter's school.

We know little about the specific conditions that cause such rumors to emerge in a school district or a corporation. There is also little information about the conduits through which such "xeroxlore" circulates. Since this rumor had left a recent paper trail, it seemed worthwhile to trace this one back as far as possible. To my surprise, the trail led to some surprising places before it grew cold. Rather than emanating from anonymous "little guys" who used unverified rumors to gain temporary celebrity, the information more often came from the top down. Those responsible for redirecting the memo were trained security guards and police officials who took care to "authenticate" the facts and were willing to defend its reliability by referring to apparently reputable sources. While more work needs to be done to document such information networks, perhaps we should be less condescending toward those who pass on such lore.

The immediate source of my child's memo was Monsignor Molino's principal, Sister Angelica. She told me that she was sent the memo by the church diocesan headquarters in Scranton, with instructions to duplicate it and warn the children in her school. The memo was then photocopied in her office and sent home to every parent. In contacting the Catholic Diocese of Scranton, I was referred to the Schools division, where the secretary immediately told me that she had been impressed enough by the memo to send a copy of it to her grandchildren in New Jersey. When I spoke to the superintendent, she was less forthcoming, but noted that her grown daughter in New Jersey had also heard that drugs were sold there in this form. She recalled that the memo had been sent to them by a nun who formerly worked in the Catholic Schools department.

I could not trace the specific link between the Diocese and Merchants Bancorp, but on calling the bank, I found that the memo had been distributed to all employees throughout their extensive system. As there are bank branches in Wilkes-Barre and Scranton, the sister probably got her copy directly from a local employee. The relative clarity of the photocopying also suggests that Msr. Molino got what was probably not more than a third-generation copy of the original memo. In any case, I found that Ms. Quinn and Mr. Stuart were both eminently traceable.

Ms. Quinn acknowledged that Human Resources had first received the notice from Muhlenberg College in Allentown, who had vouched for its authenticity, so they had brought it to Security & Safety's attention. Beyond this, she declined to elaborate. Mr. Stuart was unfortunately on vacation, but his secretary was very cooperative. "We get several memos and brochures from all types of law-enforcement agencies, local, state and federal giving us warnings like that," she told me. In this case, she recalled, they had previously received the information from a local hospital where "several children have had this." She recalled an incident (which she believed had been in the Allentown paper) in which high school kids had come to a local elementary school and sold drugs in this exact same fashion. When children were taken to hospitals, she continued, local companies were notified for their well-being.

At this point, the secretary told me, Security and Safety and Human Resources agreed that some sort of memo "from a concerning point of view" should be sent to each and every Merchants employee. She was somewhat concerned that the memo had reached the Hazleton parochial schools on Merchants letterhead, since they had intended the notice for their own employees only, and didn't want others "to take offense." While Ms. Quinn did not recall getting any feedback on the memo, the S & S secretary said that an administrator from a local school district had in fact called to challenge the memo authenticity; he was assured that the information was valid and "it's not a farce."

The head of safety at Muhlenberg College was also quite willing to talk: he had gotten the memo from the Allentown Teachers Credit Union and traced it back to the police department in Pottstown, 25 miles south. They had the information from a reliable informant who had assured them that drugs were sold in this form all over that part of Pennsylvania and into New Jersey, especially at rock concerts. The Muhlenberg official then recast the memo and circulated it through the campus, whence it spread to local school districts and police departments. Reaction was somewhat mixed: some schools refused to circulate it, and some police called back to say that they too had heard the information, but didn't think that it was "that prevalent" here. The safety head admitted that he had not actually seen drugs sold in this form on campus. "But I know that it's supposedly out there," he retorted.

When I tracked the memo back to the Allentown Teachers Credit Union, I ran into the expected dead end. The secretary there recalled that one of their members (a teacher) had brought it in and left copies on an office filing cabinet, which was normally used to distribute members' business cards and the like. The copies were removed in January 1989, when one of their Board of Directors called in and said he had checked into the story and was not convinced it was true. "See, we didn't even know they were up there for a good week," she commented, "and then we're [saying], 'Hey, what's this?'" Afterwards, no one could determine which teacher had brought it in. "It was brought to our attention that it wasn't true, and that there were no records of it in any police stations around here ... so that's why we stopped putting it out."

A representative of the School Safety department of the Allentown Police Department confirmed that "there had been talk about it," but he was unaware of any actual cases in which children had been poisoned. "We think we can remember back that in the area there was [an incident], but not in the city of Allentown itself," he added. The memo, he felt, had circulated in the school system sometime before Christmas. A call to the local poison control center confirmed that no LSD poisonings had occurred in the area, but that the memo was "everywhere." A spokesperson offered to send me their file copy of the memo, a "Cumberland County" version in a church newsletter from Hamburg, a small town 25 miles east of Allentown. More news is set to arrive from Pottstown--but it's time to go to press.

We see that the memo passed through a broad sampling of the legend conduit, with participants ranging from those committed to its truth and willing to trace specific verifications of its content to those who did feel it deserved circulation on the basis of hearsay, to others who actively challenged the memo and tried to halt its distribution. In general, though, the anonymous transmitter seems to have been the least effective. More often officials in responsible positions, who made good-faith efforts to authenticate the information, were the agents who most successfully transmitted the information. Fredrick Koenig's hypothesis that "the little guy" is responsible for corporate rumors may be valid only outside the corporation.

We could analyze the content of the memo to find hidden symbolic content, but to understand its meaning in emergence, we must also pay attention to the conscious motives of those who lent their official name to it. The combination of drugs and cartoon characters is shocking, yet not new. A common illustration for this memo shows Mickey Mouse as "The Sorcerer's Apprentice," from Disney's animated feature *Fantasia* (1940). This film, a surreal experiment in "visualizing" classical music, was re-released during the early 1970s for college audiences, who found its impact enhanced by marijuana, LSD, and other drugs. *Dumbo*, this film's immediate successor (1941), also includes a bizarre sequence in which a baby elephant accidentally drinks water spiked with a bottle of champagne and "freaks out" into an extended dream-like sequence. Ironically, when *Dumbo* "comes down" from his trip, he finds himself atop a tree and realizes that he has the secret power to fly--which leads to the movie's happy ending.

It is no wonder that Disney characters have appealed to drug cultures seeking to find their own wings--or

that the establishment fears that their children will be "turned on" in exactly the same way. Similar adult suspicions about the influence of cartoons on the child mind have led to the censoring of violence in Bugs Bunny shorts and the remaking of a *Mighty Mouse* show in which the hero allegedly snorts cocaine. After all, Snow White (yet another Disney character) nearly met her doom by biting into an booby-trapped apple--an image that obsesses Americans every Halloween.

And, yes, drug dealers do sometimes put cartoon characters on blotter paper containing LSD, though I remain unaware of any documented cases in which children really were poisoned in this way. Still, several persons who spoke to me connected the rumor to children's natural interest in collecting adhesive cartoon stickers. The Muhlenberg safety official's 6-year-old son enjoyed getting new stickers and collecting them in books; in fact, his first-grade school work often came home with stickers similar to those described in the flyer. Sister Angelica also expressed concern that younger children are rewarded for good schoolwork with adhesive stars or cartoon stickers. She wondered if this warning might make the kids nervous about these rewards--or that their love of stickers would make them more willing to accept similar items from strangers. The Muhlenberg official specifically warned his son that it was OK to accept stickers from a teacher, "but if it's anyone else, then I need to know about it."

And here we touch on another unexamined side of such rumors in emergence: what impact do they have? At Mgr. Molino, the issue of drugs and children became sensitive after a group of cocaine dealers were arrested within a block of the school. (I learned of this when my daughter came in to tell me, "Look! Sister's on television!") The school instituted a drug-awareness program, feeling that if children were kept ignorant of this (and other social evils), accidents would happen. Here the memo fitted into an existing educational program and reinforced its message in a way that children understood. Perhaps the appeal of the memo is that its message is so simple to explain to very small children that its use partially "names" and exorcises a broader fear that cartoon characters are influencing our children in ways we never know.

As we go to press, my wife has just quizzed Elizabeth on what she would do if a stranger came up to her and asked her to go help him look for a lost cat or dog. (She had learned during a phone conversation with a friend that child abductors use this ploy.) My daughter was calm and consistent--say no, scream if necessary, tell a grown-up. The memo is therefore best understood as part of the complex process by which corporate officials and adults deal with their own fears by socializing their children. One of my daughter's preschool friends took more direct action. The day after the warning, he saw the dealers who were handing out the LSD stickers and chased them away with his gun. At the school's spring dance, I met this lad and got to see the gun; but the batteries were dead.

JUST IN!

[Editor's note: due to the volume of material, we can no longer reprint all submissions in their entirety. I have all clippings and articles summarized here in a file and will share them with interested researchers.]

ELVIS WATCH. According to Gallup Canada, Inc., a poll conducted February 8-11, 1989, indicated that 10% of Canadians are not convinced that Elvis Presley has died. Half of this group is uncertain whether he is dead or alive, and the rest (5% of the total population) is certain that the King is alive.

Sex and age seemed to have little to do with the distribution of the belief, but residents of the eastern regions were much more likely to believe that Elvis was living: 15% of Quebecers and 14% of Atlantic Canadians stated either that he had definitely not died or that they were unsure. This proportion dropped gradually in western provinces to a low of 5% in British Columbia [Column, 10 March 1989; courtesy Paul Smith.]

LATEST FRENCH RUMORS. James Kirkup, our man in Andorra, sends along a brief clipping giving accounts of "the sort of wild unfounded rumour" found in the French countryside: "The Canadairs--firefighting planes--often scoop up frogmen when they gather water in the Mediterranean--they've found charred skeletons in the burned out trees, still wearing oxygen bottles." (Kirkup comments that he has heard this in both France and Andorra.) Other common motifs mentioned include helicopters dropping vipers to reintroduce them into nature preserves, women who disappear from shops, and LSD transfers that children stick to their arms [The News (March 1989)].



TICKLEING A WOMAN'S FEET-A WIFE DRIVEN MAD

On Thursday, last week, a very serious charge was preferred against a man named Michael Puckridge, who resides at Winbursh, a small village in North-umberland. The circumstances, as detailed before the board of guardians, are of a harrowing nature.

It appears that Puckridge who has lived very unhappily with his wife, whose life he has threatened on more than one occasion. Most probably he had long contemplated the wicked design which he carried out but too successfully about a fortnight since. Mrs. Puckridge, who is an interesting looking young woman, has for a long time past suffered from varicose veins in the legs, her husband told her that he possessed an infallible remedy for this ailment. She was induced by her tormentor to allow herself to be tied to a plank, which he placed across two chairs.

When the poor woman was bound and helpless, Puckridge deliberately and persistently tickled the soles of her feet with a feather. For a long time he continued to operate upon his unhappy victim, who was rendered frantic by the process. Eventually she swooned, whereupon her husband released her. It soon became too manifest that the light of reason had fled. Mrs. Puckridge was taken to the workhouse where she was placed with other insane patients. A little girl, a niece of the woman, spoke to one or two of the neighbours saying her aunt had been tied to a plank and her uncle cruelly ill-treated her.

An inquiry was instituted and there is every reason to believe that Mrs. Puckridge had been driven out of her mind in the way described but the result of the investigation is not yet known. [Illustrated Police News (11 December 1869); reprinted in Leonard De Vries, "Orrible Murder" (London: Macdonald, 1971): 73-74. See FN 13:2. Courtesy Michael Goss. The Editor is also aware that there is a scene in the Victorian pornographic novel A Man and His Maid in which a woman is similarly strapped down and tickled with a feather. Have we spotted the tip of an iceberg?]

TRUCKERS AND NUDE MOTORISTS. Driving on I-80 west of Hazleton on 28 April, I passed a tractor-trailer with this message crudely written in the dirt on the truck's back panel: "Turn lights on/Are you topless or bottomless[?]" This looks like a wishful reference to the undressed woman driver legend given in FN 11. Any more variants? (And how does one respond? High beams for topless, low beams for bottomless? One blink for male, two for female? Professional responses only.)

RATS AND MORE RATS. Clarence Petersen of the Chicago Tribune, in a syndicated column published 29 March 1989, reports that "nowhere are rats inspiring so much fear these days as in Boston." It seems that the state of Massachusetts is planning to begin construction of an 8-lane underground expressway in the heart of the city, destroying a network of ancient sewers. In the opinion of a rat-research and consulting firm retained by the state, these sewers presently provide "a free-flowing cafeteria" for untold thousands of rats. When

the sewers are torn up, the rodents will seek new homes, "emerging from deep in the bowels of [the] city to run amok downtown" ["Boston's plan to evict its harbored rats has officials scurrying," Scranton Morning Times (29 March 1989): A10.]

Perhaps one group will be ready. The New Yorker, on 10 April 1989, ran a sympathetic interview with Elizabeth Fucci, founder of the Northeast Rat and Mouse Club, who was organizing a charter meeting as an opportunity (in her words) "for rat and mouse people from all over the East to come out of their holes and join the fun." The society, which presently numbers twenty members, includes members from the California-based American Fancy Rat and Mouse Association and corresponds with England's National Mouse Club.

Ms. Fucci, who keeps about 200 rats and an equal number of mice in a three-room apartment in Ossining, NY, gave a strong defense of her chosen creature, arguing "A lot of people claim they are being bitten when really all the rat is doing is tasting them." She concluded, "It isn't rats who are the problem in the cities. It's people. They are the ones who throw their garbage in the streets. The rats are just doing a service, cleaning up after them" ["Northeast Rat and Mouse Club," pp. 35-36.]

WARNING!

Hypnotism is DANGEROUS!
Do NOT believe otherwise!

— Hypnotists are frequently prosecuted for hypnotizing female subjects to have sex with them.

— You can become pregnant while in a hypnotic trance and NOT remember how it happened.

— The effects of hypnotic suggestion can last a lifetime.

— Graduate students often play malicious tricks on subjects who volunteer to be hypnotized.

DO NOT BE A VICTIM!

Signal — One who has had THE EXPERIENCE
HERE AT FRESNO STATE

Flyer spotted by Joel Best posted around the campus of California State University at Fresno, August-September 1987.

MOBILE STONES. Ian Frazier recently published an 3-part informal tour of the Great Plains of the US in The New Yorker. It is filled with fascinating bits of history (part of it debunks the old story about traders giving smallpox-infected blankets to Indians to wipe them out) and witty, personal glimpses of typical life. In one of these vignettes, Frazier describes a Hunkpapa Sioux woman who hitched a ride with him on US Highway 12, just south of McLaughlin, SD. Along the road, between McLaughlin and the Grand River bridge, she pointed to a nearby butte and commented, "That's Devil Butte. High-school kids go up there and try to arrange these white rocks to spell out their initials, but by morning the rocks always rearrange themselves into the shape of a devil's head." ["A Reporter at Large: Great Plains II (27 February 1989): 52. Thanks to Ian Frazier for clarifying the location for me. Any variants? --Ed.]

TWO REASONS NOT TO EAT SUSHI. Those interested in "The Bosom Serpent" in all its forms will want to consult an article by Murray Wittner, et al., "Eustrongylidiasis--A Parasitic Infection Acquired by Eating Sushi," in The

New England Journal of Medicine 320:17 (27 April 1989): 1124-26. This describes a case in which a 24-year-old college student, admitted to a New York City hospital with abdominal pains, was operated on for appendicitis. The appendix appeared normal, but before the surgical incision could be closed, "a pinkish-red, sinuous worm that was 4.2 cm long was noticed moving onto the surgical drapes. . . ." The worm was identified as a parasitic worm widely found in freshwater fish, and the patient recalled eating home-made sushi at a friend's house the day before the abdominal pains began.

The same issue of the NEJM also prints a strongly-written editorial, "The Dangers of Eating Raw Fish," by Peter M. Schantz of the Center for Disease Control in Atlanta (1143-45). This surveys the variety of parasitic diseases associated with consuming sushi and suggests that they may present "a new and important public health problem." Some worms may perforate the colon, leading to peritonitis, and for others no effective drug therapy has been found. Schantz concludes that "the consequences of infection can be much worse than the unpleasant sensation of feeling the fish move as one bites into it." Among parallel cases reported are four fishermen infected with the same parasite after swallowing live minnows and guests infected with another parasite after a Washington diplomatic dinner. The article concedes that restaurants have only rarely been incriminated, due to "the high degree of training and experience of sushi chefs."

[This case was also picked up by the Associated Press and widely published on 27 April in papers under such titles as "Sushi worm startles surgeon" (Courtesy Dick Sweterlitsch).]

Even the most careful preparer may err, however, in preparing the delicacy fugu from a species of pufferfish, as Philip Morrison notes in a book review in Scientific American (February 1989): 113. When properly prepared, slices of fugu flesh impart "a wonderful tingling euphoria"; when even a trace of skin, liver, or ovary is accidentally included, the dish can be fatal. About a hundred cases occur yearly in Japan, a third or more resulting in death due to "an ascending paralysis that ends in asphyxiation." But sometimes it's hard to tell if a case is really fatal. Morrison notes two Japanese cases from 1880 in which "men judged to be quite dead from fugu poisoning happened to escape burial for several days--and both recovered, professing to have been conscious during the entire interval." The book reviewed (Bruce W. Halstead, Poisonous and Venomous Marine Animals of the World [Princeton, NJ: Darwin Press, 1988]) also cites recent cases of near-death, one from Australia.

HAVE YOU HEARD...?

MONA LISA REVENANTS. Ethelyn Orso is examining a series of ghost stories attached to a city park in New Orleans and wants to know if anyone has collected legends about a female revenant called "Mona," "Moana," or some similar name. (I encountered a few in camp folklore in Ohio and Michigan.) Address variants to her at Department of Anthropology, University of New Orleans, Lakefront, New Orleans, LA 70148 USA.

SATANIC CULT ACTIVITY. Jeffrey Victor is preparing a book-length study of rumor-panics concerning dangerous satanic cults. If you have information concerning local "outbreaks" of devil-worship, including animal mutilation, location of "altars" in remote areas, desecration of graves, and/or implication of cults in teen suicide, please route such material to Dr. Victor, Jamestown Community College, 525 Falconer Street, Jamestown, NY 14701 USA.

ELVIS IS ALIVE BOOK. Paul Smith has sent me a tabloid clipping describing a book describing how Elvis faked his death and has continued his performing career as an impersonator. The author is "long-time Elvis friend Bill Smith" and the title is Memphis Mystery. The real mystery is whether the book exists. No such name or title appears in Books in Print or the combined collections of OCLC (a American computer-linked association of libraries). Does this volume exist or is it itself a "ghost"? Contact Editor, FOAftale News.



Linda Dégh and Paul Smith exchange views during a break.

On March 30 to April 1, 1989, Texas A & M's Anthropology Department sponsored the seventh Seminar on Perspectives on Contemporary Legend and the first to be held outside of Sheffield. Failure to receive the expected NEH funding was discouraging, and it meant loss of several expected presentations from Newfoundland and the United Kingdom. But even so the programs were packed, and discussion frequently forced time changes and delays. It was not quite "Sheffield on the Brazos," as one participant called it, as it lacked the social amenities of Halifax Hall and the day's rest in Lincoln, or Sherwood Forest, or wherever. But Sheffield's tradition of friendly disagreement was everywhere present, except now there were more people to disagree and more to disagree with.

The seminar began and ended with keynote addresses from distinguished scholars in the field who had not previously participated in the Sheffield seminars. Linda Dégh, in the opening keynote address, gave a commanding summary of her scholarship into "What is the Legend After All?"--defining questions for the future and giving the Sheffield clan some much-needed challenges. In the closing keynote, sociologist Fredrick W. Koenig, author of Rumor in the Marketplace (Dover, MA: Auburn House, 1985), gave insights into his work advising industries how to minimize the impact of corporate legends.

In between came a rich banquet of papers and frank discussion. "New" legends, like AIDS-infected semen in Burger King sandwiches (Janet Langlois), were discussed alongside "old" friends like "Champ," the Lake Champlain monster (Dick Sweterlitsch). New models were tested for sorting out the complex interconnections of folk, popular, and elite cultures centering on Coca-Cola (Paul Smith), and old models of examining legends in terms of informants' psychology were attacked (Sandy Hobbs). We heard traditional approaches to legends in a fine historical analysis of "The Exploding Toilet" by Jan Brunvand, and also newer, performance-oriented approaches, such as Linda Milligan's look at folklorists' own presentation of UFO memorates and Patrick Mullens's pungent critique of Brunvand on Letterman. Danielle Roemer applied concepts of "centrifugal" and "centripetal" forces to the legend, while William M. "Spike" Clements discussed "interstitiality" as central to the genre's essence. In a provocative paper not listed in the advance schedule, Ethelyn Orso discussed "The Mona Lisa Legend of New Orleans's City Park" a local ghost story that might have been started by park officials hoping to scare credulous blacks away from previously white turf.

A complete summary of the event would be impossible, and in any case Tom Green and Sylvia Grider are negotiating to publish selected papers from the seminar. Overall, though, the event surpassed expectations. It gave opportunities for established Sheffieldians to extend their work--but the wealth of new faces also challenged new orthodoxies. Sociologist Joel Best and anthropologist Candace Slater joined forces with journalist Brian McConnell and computer wiz Michael J. Preston. For contemporary legends cannot be understood unless researchers from many fields apply concepts and methods to the material in a reflexive, self-critical way. "Sheffield on the Brazos" was a burst of energy to which many of us will react for years to come.

ISCLR COUNCIL MEETING, MARCH 31-APRIL 1, 1989. Eight of the nine Council members were able to get together after the sessions at College Station. Among the topics discussed were finance, future meetings and activities, and publications.

The society, as of April 2, had 71 members plus 2 affiliated organizations. Current balance was £ 581.70 or \$989.00 at \$1.70 per UK pound. The current subscription rate of £ 10 or \$18 will continue for the present. Institutions will be allowed to affiliate themselves with ISCLR (though without voting privileges) at the same rate. Given the tight budgets of the last two meetings, however, it was not felt that discounts on conference rates could be offered to members. Discounts on Sheffield Academic Press publications also seemed too complicated to follow up. Instead, the money will be put into new projects.

A general meeting for all ISCLR members will be held during the October American Folklore Society meeting in Philadelphia (specific time and place to be announced). A council meeting will also be called during this meeting. The next Contemporary Legend Conference will occur in July 1990 at Sheffield; Tom Green and Sylvia Grider are investigating the possibility of hosting a second Texas conference in 1991.

Gary Alan Fine has raised the issue of instigating a Mass-Observation-style diary approach to contemporary legend surveys. A working party, consisting of Gary, Linda Dégh, Mark Glazer, and Paul Smith, is exploring this possibility.

It was decided to maintain FOAftale News in the present format and size, and publish it four times a year, in March, June, September, and December. It will include short essays and reports (up to 3000 words) and add Book Notes (to be prepared by Mark Glazer), Foreign Reports, and Film & Television News (Paul Smith), to the existing columns and bibliography. Additional suggestions (such as columns on UFOs and tabloids) are actively sought.

The conference proceedings/yearbook option will be pursued separately. Sylvia Grider and Tom Green will seek a publisher for selected papers from the Texas conference, perhaps with a joint imprint with ISCLR. The council also resolved to move ahead with a regular publication, along the lines of the existing Perspectives series, still called Contemporary Legend. Paul Smith is exploring the options of working with a professional publisher or of having ISCLR produce and distribute its own publications. Whichever option proves most feasible, when the volumes are produced, members will receive them free. At this point, however, membership rates will likely be increased. To support starting up this venture, more members, perhaps as many as 250, will be sought.

Perspectives 1 is now out of print, and it is doubtful that Sheffield Academic Press will reprint it. Paul Smith will find out if CECTAL can reprint the volume with profits from the original run; alternatively, ISCLR may reprint it jointly with CECTAL.

The first year of ISCLR has involved much work of a onerous nature, and the Council specially recognized



ISCLR Council at Texas A & M. Standing, L to R: Bill Ellis, Mark Glazer, Paul Smith; seated: Tom Green, Bill Nicolaisen, Sandy Hobbs, Keith Cunningham. Sylvia Grider and Gillian Bennett were absent.

the contributions of Gillian Bennett, Publications Secretary, Sandy Hobbs, Treasurer, and Bill Nicolaisen, Membership Secretary, for getting the society's activities and finances in order. Sylvia Grider, Tom Green, and their team of student workers were also thanked for making the Texas conference successful.

FRENCH RUMOR AND CONTEMPORARY LEGEND NETWORK On January 3, 1989, a series of information-sharing sessions was organized at La Maison des Sciences de l'Homme, Paris, France, by Veronique Campion-Vincent and Jean-Bruno Renard on the topic "Rumors and Contemporary Legends."

Linking the term "contemporary legend" with the more usual term "rumor" indicated the organizers' desire to 1) integrate the study of rumors with recent work done by English and American folklorists, 2) focus research on the emergent narrative content of rumors, and 3) treat equally questions posed about by marginal beliefs about extraterrestrials (manifested in UFOs), which form the basis of personal experience stories.

The participation of Jean-Noel Kapferer in this developing study group corresponds with a different but complementary point of view, focused on the study of communication processing. That of two social psychologists, Francoise Askevis and Michel-Louis Rouquette, corresponds with more theoretical preoccupations.

Rather than accent the concerns that divide the network's members (academics who have other professional activities than teaching and research relevant to the various disciplines: advertising, sociology, social anthropology, social psychology, information sciences, linguistics, history) it seems preferable to note those that unite them. All are convinced that rumors and contemporary legends are phenomena that must be studied through an interdisciplinary approach, but collecting additional information is first necessary.

Informal discussions during the information-sharing sessions have shown that the terms "rumor," "contemporary legend," and "marginal belief" are used freely and diversely. The participants came to no consensus about which way to take research. But the network members did agree to extend links made with foreign researchers (in the US, in England, in Scandinavia, and in Germany) and to encourage and bring together specific studies on legends and rumors current in France during the last 25 years. This will prove fruitful at a later stage to help clarify theory--which no one doubts is necessary.

If you are interested in participating in this cooperative network, please contact:

Veronique Campion-Vincent
27 rue de Liege 75008 Paris FRANCE
Telephone: (1) 49 54 21 91.

Network members as of February 1989:

Francoise Askevis-Leherpeux, Universite de Paris 5
Jean-Jacques Barloy, Paris
Jacques Berlioz, CNRS, Centre de recherches historiques, Paris
Jean-Louis Brodu, Paris
Veronique Campion-Vincent, CNRS, Paris
Dominique Caudron, Lille
Frederic Dumerchat, Parthenay
Jules Gritti, Universite de Paris 5
Jean-Noel Kapferer, HEC-ISA, Fondation pour l'etude et l'information sur les remeurs, Paris
Pierre Lagrange, Centre de sociologie de l'innovation, Paris
George Maurand, Universite de Toulouse 2
Bertrand Meheust, Bar-sur-Aube
Michel Meurger, Paris
Daniel Percheron, EHESS, Centre d'etudes transdisciplinaires: sociologie, anthropologie, politique, Paris
Thierry Pinvidic, Paris
Marie-Anne Polo de Beaulieu, CNRS, Centre de recherches historiques, Paris
Jean-Bruno Renard, Universite de Montpellier 3
Michel-Louis Rouquette, Universite de Montpellier 3
Marcelle Wittling, Universite de Lyon 2

RECENT PUBLICATIONS OF INTEREST

We are always on the lookout for publications on any topic relevant to contemporary legends, particularly those in journals not usually read by professional folklorists. Please forward offprints (if convenient) or abstracts/tables of content to Editor, FOAftale News. For publications in foreign languages, English abstracts would be quite welcome.

Items starred (*) have been placed in a file in the Editor's office and are available to qualified legend scholars for reference. Books and articles in major folklore journals are not normally starred.

- Allen, Barbara, and Lynwood Montell. "Lost Treasure Legends of the Old Louisiana Territory." Fabula 29 (1988): 290-301. [Structural analysis; argues that the legends provide Anglos with "a vicarious means of attributing to the Indians their rightful possession of the land without the inconvenience of actually having to return it to them."]
- Badone, Ellen. "Death Omens in a Breton Memorata." Folklore 98 (1987): 99-104. [Performance analysis in terms of local belief systems.]
- Baker, Ronald L. "Ritualized Violence and Local Journalism in the Development of a Lynching Legend." Fabula 29 (1988): 317-325.
- * Barloy, Jean-Jacques. "Elle court, elle court, la rumeur . . ." Atout-chien [Dog-lover Magazine] (April 1989). [Comments on Brunvand's The Choking Doberman and discusses other contemporary legends mentioning dogs.]
- Beckham, Sue Bridwell. "Death, Resurrection and Transfiguration: The Religious Folklore in Elvis Presley Shrines and Souvenirs." International Folklore Review 5 (1987): 88-95.
- * Bennett, Gillian, and Paul Smith. "Introduction to Contemporary Legend: Notes and Select Bibliography." Talking Folklore 3 (1989): 39-57.
- * Best, Joel. "Missing Children, Misleading Statistics." The Public Interest 92 (Summer 1988): 84-92.
- * ----- "Rhetoric in Claims-Making: Constructing the Missing Children Problem." Social Problems 34:2 (April 1987): 101-121.
- * Bird, Elizabeth. "Invasion of the Mind Snatchers." Psychology Today (April 1989): 64-66. [Psychological explanations for the alien abduction experience.]
- * Bourget, Dominique, Andre Gagnon, and John M. W. Bradford. "Satanism in a Psychiatric Adolescent Population." Canadian Journal of Psychiatry 33:3 (April 1988): 197-201. [Clinical analysis of eight teenagers identified by psychiatrists as committed to satanic worship.]
- * Campion-Vincent, Veronique. "Complots et avertissements: legendes urbaines dans la ville." [Conspiracies and Warning: Urban Legends in the City.] Revue francaise de sociologie 30 (1989): 91-105. [Examines several legends that circulated in France from 1750 to the present as "fables with an implicit moral," similar to the medieval exempla. Ms. Campion-Vincent has also sent me a complete English translation.]
- * Chiche, Michele. "Arsene Lupin, pas mort . . ." ["Arsene Lupin (a fictitious dapper criminal-hero) Is Not Dead."] CLO 15 (1984): 57-60. [Discusses a Paris legend of a summer thief, who is transformed into a loving hero.]
- Fine, Gary Alan. "The Third Force in American Folklore: Folk Narratives and Social Structures." Fabula 29 (1988): 342-353. [Argues for an approach that "emphasizes the socially situated nature of tradition"; applies it to mercantile legends.]
- * Kapferer, Jean-Noel. "Les disparitions de Mourmelon: Origine et interpretation des rumeurs." ["The Mourmelon Disappearances: Origin and Interpretation of the Rumors."] Revue francaise de sociologie 30 (1989): 81-89. [Discusses rumors surrounding a series of seven military personnel who mysteriously disappeared from a military camp between 1980 and 1987.]
- * Kottmeyer, Martin. "Abductions: The Boundary Deficit Hypothesis." Magonia 32 (March 1989): 3-7. [Psychological explanations for UFO-abduction experiences.]
- Kvideland, Reimund, and Henning K. Sehmsdorf, eds. Scandinavian Folk Belief and Legend. Minneapolis: University of Minnesota Press, 1988. [Includes a chapter on contemporary legends.]
- Meurger, Michel, with Claude Gagnon. Lake Monster Traditions: A Cross-Cultural Analysis. London: Fortean Tomes, 1988.
- * Reumaux, Francoise. "L'aventure du heros de l'ombre." ["The Career of the 'Hero of the Shadows.'"] CLO 15 (1984): 61-80. [Reconstructs the web of rumors surrounding a killer of women who roamed the basin of Creil from 1969 to 1976 and discusses how the rumors engendered a certain degree of admiration for him.]
- * Russo, Edoardo, and Gian Grassimo. "Toward a European Ufology." Magonia 32 (March 1989): 14-16. [Critique of American credulity.]
- St. Clair, David. Say You Love Satan. New York: Dell, 1987. [Journalistic account of a 1984 drug-related murder committed by a New York teenager during a "Satanic" ritual.]
- Schenda, Rudolf, with Hans ten Doornkaat. Sagen-erzaehler und Sagensammler der Schweiz. [Legend-tellers and Legend-collectors of Switzerland]. Bern: Verlag Paul Haupt, 1988.
- Schwarz, Ted, and Duane Empey. Satanism: Is Your Family Safe? Grand Rapids, MI: Zondervan Books, 1988.
- Shenhar, Aliza. "Metafolkloristic Additions to Stories by the Artistic Narrator." Folklore 98 (1987): 53-56. [Performance analysis of a legend about a woman whose first three husbands died the night of the marriage.]
- Simonides, Dorota. "Moderne Sagenbildung im polnischen Grosstadtmilieu." ["Modern Legend Creation in Polish Urban Settings."] Fabula 28 (1987): 269-278. [Examples and analysis of modern legends collected in Poland since 1956.]
- Stratford, Lauren. Satan's Underground: The Extraordinary Story of One Woman's Escape. Eugene, OR: Harvest House, 1988. [Account of cult activities by an alleged ex-satanist.]
- * Swindle, Michael. "A Ghost Story." New Orleans Magazine 23:9 (May 1989): 37-40, 91-92. [Poltergeist activity and ghosts appear when an old house in New Orleans is remodeled; mediums, Han Holzer, PM Magazine get involved.]
- Vorpapel, Becky. "A Rodent by Any Other Name: Implications of a Contemporary Legend." International Folklore Review 6 (1988): 53-57. [Homosexuals insert gerbils into their rectums for sexual stimulation.]
- MANUSCRIPTS WANTED. August House is interested in developing books relating to folklore in the US that will appeal to both scholarly and popular markets. Previous publications in their American Folklore Series have included a volume of Native American Legends, and future titles include Folk Legends of the Southwest and New England Ghost Stories. Legend scholars are urged to submit book concepts. Request submission guidelines from August House, P.O. Box 3223, Little Rock, Arkansas 72203-3223.
- BACK ISSUES NOW AVAILABLE. We now have a complete file of FOAftale News dating from its inception. Photocopies of issues 1-10 are available as a set only for \$10. Most ISCLR members will have issues 11-13, but recently-joined members can order photocopies of these for \$4.50 each. My thanks to Paul Smith and Veronique Campion-Vincent for filling in the gaps in my file.
- FOAFTALE NEWS: THE NEWSLETTER OF THE INTERNATIONAL SOCIETY FOR CONTEMPORARY LEGEND RESEARCH
- The International Society for Contemporary Legend Research (ISCLR) was formed to build worldwide links amongst legend scholars. It encourages study, not only of so-called "modern" or "urban" legends, but also of any legend now in active circulation in a given community. We invite all who have an interest in this research area to join. As a member of ISCLR, you will receive this newsletter, as well as advance notice of all Society events and publications.
- Those wishing to apply for membership should send a check for 18 US dollars or 10 UK pounds sterling to W.F.H. Nicolaisen, Membership Secretary, Department of English, SUNY-Binghamton, Binghamton, New York 13901, USA or to Sandy Hobbs, Treasurer, Department of Applied Social Studies, Paisley College, Paisley PA1 2BE UK. Institutions wishing to receive FOAftale News may affiliate themselves with ISCLR for the above price.
- Material for publication or queries should be sent to Bill Ellis, Penn State--Hazleton Campus, Hazleton, PA 18201, USA. (717-450-3026 or 788-2021)