

**GUEST OF HONOR
ROBERT A. HEINLEIN
FAN GUEST OF HONOR
GEORGE BARR
TOASTMASTER
BOB TUCKER**

committee

Chairman -- Ken Keller
Vice-Chairman -- Jim Loehr
Secretary -- India Boone
Treasurer -- Sarah Sue Wilde

Artshow -- John & Bjo Trimble
Audio/Visuals -- Ron Benton
Banquet -- Richard Wikholm
Bookkeeper/Tax Accountant
-- Ivan Boykin
Communications -- Neil Preston
Computer Services/Registration
-- John Taylor
Daily Con Publications -- Jeff May
Film Program -- Jim Loehr
Floyd Johnson, Chris Garduff,
Gary Mattingly, Byron Roark
Hotel Liason -- Ken Keller
Huckster Room/Auction -- Allan Wilde
Masquerade -- Tom Reamy
Media Relations -- Mike Baker
Official Photographer -- Jack Stone
Program Coordinator
-- Bill Fesselmeyer
Publications/Advertising
-- Tom Reamy
Security -- Doug Reed, Larry Kopitnik,
Randy Grindinger, Bob Boyed,
Brian Tannahill
SFWA Liason -- James Gunn
Special Interest Groups -- Mike Baker
Theatrical Production -- David Wilson

— WOW! —
We think "Wow!" is the word we're looking for. Maybe it's "Oh, No! We won! What do we do now?"

Well, one of the things we're gonna do is communicate; we're gonna give you as much information as possible before the convention and entertain you royally at the convention. Whether you are a veteran fan, old and tired, or the most virginal neo, you're gonna get your money's worth.

We have a lot of new, innovative ideas but there are many of them we couldn't put into motion until we knew for sure we had the bid.

The theme of MidAmeriCon is "Science Fiction, Fantasy and the Arts" and we're basing our program on that.

— FILMS —

We're planning a lavish film program with many features and shorts not usually seen at conventions. There'll be plenty of old favorites too, but if you're a film lover, look forward to spending more than the usual amount of time in the film room. We plan to finalize the film schedule well in advance and publish it in a progress report so you can make plans ahead of time. The program book will also contain complete notes on all the features.

(over)

membership rates

Supporting	Attending	
\$3.00	\$5.00	Now through December 31, 1974
\$4.00	\$6.00	January 1, 1975 through December 31, 1975
\$5.00	\$8.00	January 1, 1976 through July 31, 1976
\$6.00	\$10.00	After August 1, 1976 and AT THE DOOR

The object of this ascending scale of membership rates is simple: we want you to join early. We'd much rather have \$5.00 now than \$10.00 two years from now. While a great many things can be paid for after the convention, there are an equally great many things that can't—such as progress reports and tranquilizers for the committee. So, get your membership NOW and save us a few headaches and you a little money.

—THEATER—

There have been theatrical productions at worldcons before, but usually by enthusiastic amateurs. We have in the works for Friday evening a stage extravaganza using all professionals—production people as well as actors. We'll give you more information as it develops.

—MUSIC—

We have definite plans afoot in this area also, but it's not finalized as yet. We'll let you know as soon as we can.

—PROGRESS REPORTS—

Why, we wondered, couldn't the

PRs be an artform also? So, among other things, the progress reports will have a letter column. We want feedback; we want your ideas and suggestions. What additional programming do you want that is related to "Science Fiction, Fantasy and the Arts?" We'll print all the interesting letters we have room for, but do keep it constructive. We don't want the letter column to turn into Show & Tell time for the flakos.

—PROGRAM BOOK—

Now here we really plan a banzai charge. The program book will be 8-1/2 x 11 (as will the PRs) and will al-

so be hardcover—another of many MidAmeriCon firsts. You've been used to seeing program books with lots of information and advertising; ours will have that too, but we're planning to devote at least 1/3 of the book to strictly entertainment. One thing we're planning is a giant art-folio with the participation of as many of the top fan and pro artists as possible; each of them illustrating a different Heinlein story. We won't be telling you too much about the program book ahead of time because we want it to be a very pleasant surprise.

—HUCKSTER ROOM—

I suppose you could say huckstering is an art. Some people seem even to believe in HIAWOL. MidAmeriCon's huckster area is large; it will accommodate about 200 tables—but we expect, because of Kansas City's central location, to attract more than the usual number of dealers. We therefore suggest very seriously that you reserve your tables early. Tables will be \$30 each and full payment must accompany each reservation. There will be more information in the second PR, but if you wish to reserve now you may.

—THE MUEHLEBACH HOTEL—

Because of galumphing inflation the Muehlebach will not give definite room rates until one year before the convention. However, the Muehlebach is not an expensive hotel and the rates will be comparable to, if not lower than, usual worldcon rates.

—APPRECIATION—

We want to thank the following people for aiding and abetting this madness which seems to strike certain fans each year. We don't have the space to explain why each is being thanked, but they know.

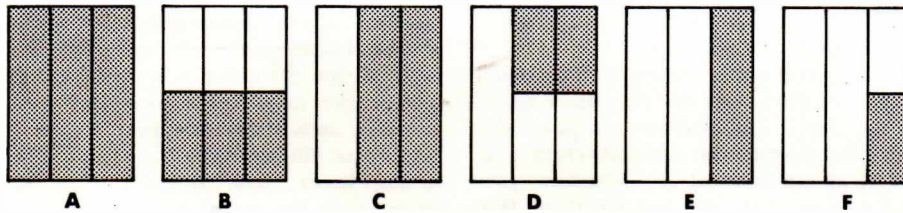
- Bruce D. Arthurs
- Don Blyly
- Ron Bounds
- Phil Boyer
- Donn Brazier
- Ron Britt
- Jack Chalker
- Ed Conner
- Jan Howard Finder
- Ken Fletcher
- Jackie Franke
- Mike Glycer
- Rusty Hevelin
- Hank & Lesleigh Luttrell
- Ro Nagey
- Dick Patten
- Fred Patten
- Andy Porter
- Bob Stahl & diverse Texicans
- Don Thompson
- Bob Tucker

Special thanks to Herb Arnold, Tim Kirk, George Barr and Richard Corben. If we've forgotten anyone, our apologies. Our intentions are better than our memories. All communications with MidAmeriCon should be addressed to the PO box listed on the heading. □

ADVERTISING INFO

We've noticed that in the past most people don't advertise in the progress reports; they wait and advertise in the program book. We assume they do this because they think an ad in a PR will be seen by fewer people. All convention members will receive all publications. Your ad in a PR will be seen by the same people who see it in the program book. And people who predict such things have predicted that MidAmeriCon will be the first worldcon to break 5,000! Now, when you consider that each copy will be seen by two or three people... Nowhere else can you reach that many of the right people for such a small sum. The ad rates below are for the PRs only. We hope we can keep the same prices for the program book, but that will depend on the economy.

As the MidAmeriCon progress reports and program book will be printed 8-1/2 x 11, and the text will be in three columns (as it is here), we will have a confusing array of new ad sizes. Don't panic; you can handle it. The sizes pictured and explained below are the printed size of the copy. Do not leave a border; the ad copy should fill those sizes. You may submit camera-ready originals, photostats, or negatives. Please have all photostats and negatives made the sizes indicated. Originals may be oversize but must be proportioned to reduce to the sizes indicated.



	Fan rates	Pro rates
(A) Full page (7-1/2 x 10)	\$20.00	\$40.00
(B) Half page (7-1/2 x 4-7/8)	\$12.50	\$25.00
(C) Two column/full page (5 x 10)	\$15.00	\$30.00
(D) Two column/half page (5 x 4-7/8)	\$10.00	\$20.00
(E) One column/full page (2-3/8 x 10)	\$10.00	\$20.00
(F) One column/half page (2-3/8 x 4-7/8)	\$ 7.50	\$15.00

CLASSIFIED ADS: Set solid, no display, 10¢ per word, \$2.00 minimum, name and address free.

Full remittance must accompany all fan and classified ads unless you have made previous arrangements with us. 5% discount to all professional advertisers if payment accompanies ad copy—if billed, net 30 days. 10% discount to all advertisers who buy space in all four of the remaining progress reports. Payment must accompany first ad. We reserve the right to refuse ads on aesthetic grounds. We're not being snobbish; we just don't want sloppy ads in our publications and, since sloppy ads don't sell anything anyway, we're saving your money for you.

ADVERTISING DEADLINES

Progress Report #2	January 15, 1975	will be mailed 2/15/75
Progress Report #3	June 1, 1975	will be mailed 7/1/75
Progress Report #4	December 1, 1975	will be mailed 1/2/76
Progress Report #5	May 1, 1976	will be mailed 6/1/76
Program Book	July 1, 1976	distributed at the con