



## JCR MANUSCRIPT REVIEW HISTORY 002-3 (REVIEWS)

### Editor's Decision Letter

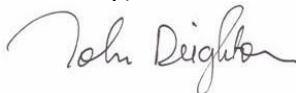
Thank you for resubmitting [your manuscript]. Congratulations! I think you have done a great job in this revision. I particularly like the gentle and engaging introduction. The associate editor has done a careful final reading and concludes that it is virtually ready. I am sure you will want to do a final round of polishing and take the AE's reflections into account. From our point of view the manuscript is unconditionally accepted for publication and I am sure it will make a well-regarded and widely read contribution. There is still work to be done, however. Please make sure you read and carefully follow the instructions at <http://ejcr.org/accepted.htm>. These details are the author's responsibility.

I would also like to inform you of new JCR features. Authors may provide a separate document that contains any stimuli or additional information you would like readers to see, and this information will appear in the electronic-only version of JCR (referenced with an URL in the hard copy). These e-only article enhancements can include all of the additional color figures and other images that are not appropriate for the hard copy version because of space constraints.

I am also extremely pleased to let you know that, in cooperation with our publisher, we've recently begun a new publishing project called "publish when ready" (PWR). This means that your article will appear online (officially published) within approximately three to five months of receipt of your complete final materials here. We hope this will encourage you to work on your final materials in a timely fashion. We have essentially eliminated the long pipeline to publication that we all dread. Articles will go into the PWR queue as soon as we receive the properly formatted final materials from authors.

We appreciate your cooperation throughout the process. As always, please send any questions or concerns to [jcr@bus.wisc.edu](mailto:jcr@bus.wisc.edu).

Sincerely,



John Deighton

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## AE Final Comments to the Author(s)

I think the paper does a fine job of resolving remaining concerns. I will raise only a few small comments that may aid further polishing.

1. While difficult with 2 informants (but easier based on the 10 informants in the overall study), it would be helpful to address whether the commercial myths detected here have the general status of the 3 earlier myths identified in your literature review. That is, do they represent a fragmentation of prior mono-myths & counter-myths or are they part of a new grand mono-myth or counter-myth?
2. You refer to the Deep South at several points in the manuscript and appear to distinguish it from the South generally. Can you define the Deep South or distinguish it from the presumably shallow South?
3. On page 4 perhaps the South's "Christian virtues" should be in quotes like this.
4. In using the phrase "commercial myth," it is not entirely clear whether this is being taken to mean simply commercially originated myth or any myth used for commercial purposes.
5. Near the bottom of p. 39, should "consumerist vision" be "consumerist version"?
6. Two of your section headings raise issues. "Summarizin'" is cute, but perhaps perpetuates the Celtic myth. And is "The Rise of Southern White Identity Myths" intended to evoke "The South will Rise Again"?

That's it. This has been a nice evolution of the manuscript right from the start. I think it makes an important contribution.