

Spring 1968  
Midcontinent American Studies Association (MASA) Bulletin

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## 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 type-script), 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.

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## masa bulletin

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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* Verigo 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 Dickinson, Chairman; Presidential Address: Norris Yates, Iowa State University, "Images of National Character in *Time Magazine*"; Business Meeting

2 p.m.—Richard Herrnstadt, 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.

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MASA MEETING FOR 1969 is in St. Louis, March 28 and 29. Father Martin Hasting, S.J., is in charge of the program, which will take place in the St. Louis University Student Union. October's executive committee meeting brought forth an avalanche of audacious program possibilities; Father Hasting will sort and investigate them, and make details known through Professor Hauptmann. MASA spring meetings are famously fruitful and pleasurable; it's to plan to attend.

SUBSCRIPTIONS are up by more than 50% since the last volume, but *masj* is still in economic hot water. This pretty new format costs; Congressional tightwadity has made the funds which help underwrite the *Journal* tough to come by. More circulation is the answer. Please continue to bug your colleagues to subscribe; please continue to adopt appropriate issues for classroom use.

A GALA JOINT MEETING with the ASA of Minnesota and the Dakotas is in the books for 1970. The Joint in which we'll do a good part of the Meeting is something called the Bohemian Cafe in Omaha, Nebraska. Your trusty editorial board and executive committee researched it carefully in October, and report plump dumplings and stellar beer. MASA and the ASA of Minnesota and the Dakotas

share a member, Elmer Suderman, who is currently their president, and one of the masterminds of the project. Wayne Wheeler will be in charge of program and local arrangements. It is hard to see how anything could go wrong under such guidance. Many MASA types, moreover, have long wanted to see in action such Minnesota North Stars as Joseph Kwiat and Mary Turpie. Practically the whole spectrum of American Studies philosophy is represented in the two regions, from "American Studies is a good way to train literature people," and, "American Studies is a good way to train historians," to, "American Studies is a branch of cultural anthropology," "American Studies is where you interrelate," and, "American Studies is where you do your thing."

CATCH SOCIETY: Robert Canary informs us of the organization of the Catch Society of America; its first meeting is at the December, 1968, MLA. It's to have a journal. Canary says the man to write for information is Malcolm Nelson, English, State University College of New York at Fredonia, Fredonia, New York.

MASA ARCHIVES now exist; appropriate documents have been deposited in the new Kenneth L. Spencer Memorial Library at the University of Kansas. A MASA history, hopefully, will be forthcoming.