

# American Studies

A bi-annual interdisciplinary journal sponsored by the Mid-America American Studies Association and the University of Kansas

**Editors:** David M. Katzman  
Norman R. Yetman

## Editorial Board

**Hamilton Cravens, Chair,** History, Iowa State University  
Nina Baym, English, University of Illinois-Urbana  
William Graebner, History, State University of New York, Fredonia  
Richard Horwitz, American Studies, University of Iowa  
Stuart G. Levine, English, University of Kansas  
Karyl Ann Marling, Art History, University of Minnesota  
Thomas Schlereth, American Studies, University of Notre Dame  
Ann Schofield, American Studies, University of Kansas  
Cecelia Tichi, English, Vanderbilt University  
Nancy Walker, English, Vanderbilt University

**Managing Editor:** Stuart Tarr  
**Business Manager:** May Wan Hamid

## Mid-America American Studies Association

**President:** Daniel F. Littlefield, University of Arkansas-Little Rock  
**Vice-president:** Richard Horwitz, University of Iowa  
**Executive director:** Kathleen Wells-Morgan, Stephens College

Copyright © Mid-America American Studies Association, 1991.

The appearance of the code at the bottom of the first page of an article indicates the consent of *American Studies*, the copyright owner, that copies of the article may be made for personal or internal use, or for personal or internal use of specific clients. This consent is given on the condition, however, that the copier pay the stated per-copy fee through the Copyright Clearance Center, Inc., 29 Congress Street, Salem, Massachusetts 01970, for copying beyond that permitted by Sections 107 and 108 of the U.S. Copyright Law. This consent does not extend to other kinds of copying, such as copying for general distribution, for advertising or promotional purposes, for creating new collective works or for resale.

ISSN 0026-3079

**ON THE COVER:** In the 1930s, 1940s and 1950s the United States Postal Service commemorated centennials of the founding of Midwestern territories and states. The cover reproduces the stamp commemorating the centennial anniversary of Iowa Territory. Iowa is one of the states within the Mid-America American Studies Association region.

# American Studies

## Articles

- "Mental Epidemics":  
Crowd Psychology  
And American Culture, 1890-1940**  
Eugene E. Leach .....5

- Cultural Hegemony Goes to the Fair:  
The Case of E. L. Doctorow's *World's Fair***  
Michael Robertson .....31

- The Sword or the Scroll:  
The Power of Rhetoric  
In Colonial New England**  
Deborah L. Madsen .....45

- Evangelical Popular Religion  
as a Source for North American  
Liberation Theology?  
Insights from Postmodern Popular  
Culture Theory**  
Mark Hulsether .....63

## On Teaching

- Introducing American Studies:  
The Moral Ecology of Everyday Life**  
James J. Farrell .....83

## Review Essays

- The Multicultural Origins  
of British America**  
Peter C. Mancall ..... 103

- The Rewriting of America's  
First Lesson in Heroism:  
Christopher Columbus  
on the Eve of the Quincentenary**  
Bryan Le Beau ..... 113

- Review Index ..... 129**