

UNIVERSITY OF SOUTHERN CALIFORNIA  
UNIVERSITY PARK  
LOS ANGELES, CALIFORNIA 90007

AMERICAN STUDIES PROGRAM

March 25, 1973

To: Participants in the University of New Mexico Popular Culture Conference

RE: "American Studies for Teachers": A Three-Week Institute Sponsored by the University of Southern California and the National American Studies Faculty (of the American Studies Association)

Bad weather, sickness, and pregnancy forced my wife and me to cancel our reservations for the Popular Culture Conference at the D. H. Lawrence ranch, where I had planned to introduce to you the Institute that we're sponsoring this summer (June 25 - July 14) with the National Faculty of the ASA. Pat Morrow did set out for you some piece-meal information on the Institute. But I'm enclosing the final program announcement here with another invitation for you to use--and publicize--this opportunity for intensive, comprehensive analysis of available approaches to American Culture studies.

Whether student, teacher, or administrator, accomplished "Americanist" or new-comer to interdisciplinary American Studies, the Institute promises both imaginative and pragmatic aids for your teaching and scholarship.

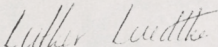
The Institute is designated a "pilot project" to encourage the recognition and program expansion of American Studies on the West Coast, where it has lagged behind other regions; and the official franchise of the National Faculty has, in part, been responsible for the distinguished guest faculty we have gathered.

The Institute will be preserved in published proceedings, audio-cassette packages for institute work and teacher training, and, we hope, a video-cassette series for ETV and private distribution. I'd like to see you here to help all this happen.

If you can't tap local sources of \$\$ support, submit a statement of your financial needs and we'll try partially to underwrite the enrollment fee of \$328 out of funds being solicited from friends of the University.

Please bring this offering to the attention of your advanced students and fellow teachers. I'll gladly provide additional brochures and information on request. And don't hesitate to write or phone (213-746-2775).

Warm regards,



Luther S. Luedtke  
Co-Director, American Studies Program  
Director, Summer Institute