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# Max Kade Institute Friends Newsletter

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UNIVERSITY OF WISCONSIN-MADISON, 901 UNIVERSITY BAY DR., MADISON, WI 53705

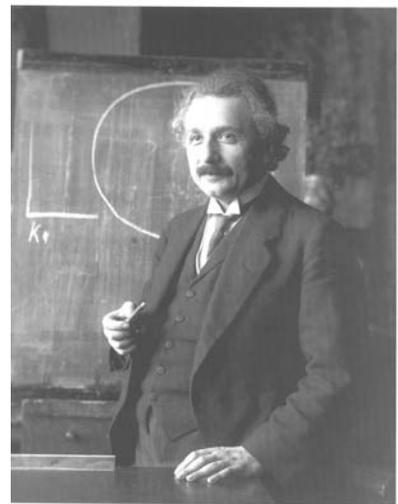
## *Aufbau:* The story of a German-language Jewish immigrant newspaper

By Antje Petty  
MKI Assistant Director

A few months ago, movers could be seen in the *Aufbau* offices at 75<sup>th</sup> Street and Broadway in New York. The publisher's materials, collected over more than seventy years, were being assessed and distributed to museums and researchers in cities like Frankfurt, Berlin, and Zurich. As the New York office closed, the paper itself began a new chapter, traveling like its archives across the Atlantic.

*Aufbau* was first published in 1934 by the German Jewish Club of New York (after 1940: New World Club) to assist thousands of Jews who had fled Nazi Germany for America. The club organized language classes, soccer matches, and music nights. Its weekly publication proved to be the most important vehicle for German-speaking Jews to stay connected worldwide. Readers not only found top-quality news coverage during the war and after, but also received plenty of advice on how to succeed in a new and changing world. German-Jewish Americans who had come to the United States in previous generations likewise embraced the publication, recognizing their own historical and cultural background. Soon, the paper became a platform for prominent German intellectuals, such as Hannah Arendt, Thomas Mann, or Albert Einstein, and

**aufbau**  
DAS JÜDISCHE MONATSMAGAZIN



### Unser Einstein

Cover from the March 2005 issue, subtitled: **Emigrant, Humanist, Denker, Jude.**

Continued on page 4

## Listening to voices from the past

By Mark L. Louden and Cora Lee Kluge, MKI Co-Directors

As the fall semester begins we at the MKI and CSUMC are gearing up for another productive year. The relative calm of the summer was punctuated by one important highlight: our multimedia display at German Fest 2005 on the theme "The German Language in Wisconsin and Beyond." At the MKI booth in the culture tent we set up two long display boards filled with a number of images related to German-American linguistic themes, including dialectal variation, script and handwriting, newspapers and books, and German-English contact. Our visual display was complemented by a CD that featured seventeen sound clips from various German-American varieties, including several Wisconsin Low and High German dialects, as well as Luxembourgish and Swiss German, and also samples of Pennsylvania Dutch and Texas German. The oldest clip dated from the 1940s and featured the late Professor Lester W. J. "Smoky" Seifert talking in his native Low German dialect about his family background. We used three CD players with high-quality, noise-reducing head-



*Listening to samples of German dialect speakers*

phones, and made available binders with translations of all seventeen clips so listeners could follow along even if they didn't know German. The clips were selected not only to represent the rich variety of German dialects spoken in America, but also for their content: the speakers tell a number of interesting stories about such things as folk medicine, one-room schools, cheese making, and interactions between Native Americans and early settlers. The feedback we received was very positive and we look forward to incorporating these materials into our regular outreach presentations. Many thanks to Friends Rudi Boeckeler, Kristopher Imbrigotta, Ed Langer, Mike Olson, Todd Treichel, and Mary Zarse for their enthusiastic assistance at German Fest!

These German-American sound clips represent a small sampling of our North American German Dialect Archive, the digitization of which, we are very happy to report, is now complete. Some years ago this project was begun by our predecessor Joe Salmons and a number of able student workers. In 2003 we were awarded a three-year grant from the federal Institute of Museum and Library Services to digitize our sound archive, along with recordings of American English dialects from the *Dictionary of American Regional English* and rare ethnic music from the Mills Music Library. This fall we will wrap up the second

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### Max Kade Institute

The Newsletter of the Friends of the Max Kade Institute for German-American Studies is published quarterly at the University of Wisconsin–Madison. The Newsletter is edited and produced by Kevin Kurdylo with the assistance of the Newsletter Committee of the Board of Directors and is printed by Great Graphics, Inc. The Newsletter appears quarterly in March, June, September, and December. Submissions are invited and should be sent directly to:

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kkurdylo@wisc.edu

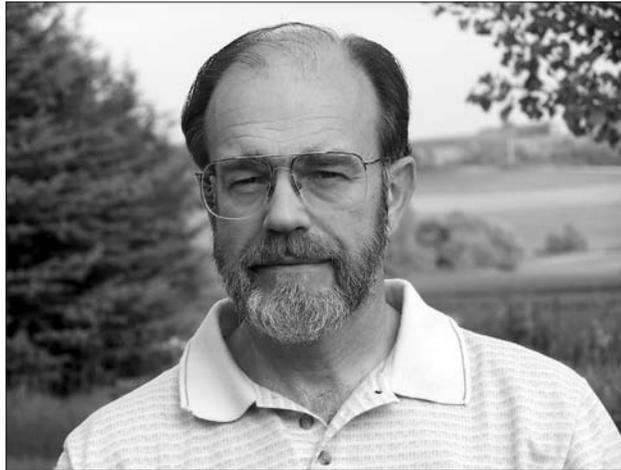
Visit the Max Kade Institute on the  
World Wide Web at:  
<<http://mki.wisc.edu>>.

## Hans Werner Bernet of Monroe, WI, brings Swiss connection to MKI Board

By Ed Langer, MKI Friends President

The Friends proudly welcome a member of Wisconsin's vibrant Swiss community to the Board: Hans Werner Bernet. Hans was born in Monroe, the son of immigrants from two villages near Interlaken, Switzerland. He grew up speaking the Swiss dialect of the Berner Oberland at home. He says that when he first traveled to Switzerland in 1967, entering by train from Germany, he had an instinctive urge to hug the conductor who asked, in Swiss dialect, for his ticket. "It just felt like someone who spoke that way must be a relative. Because of circumstances, my Swiss dialect is inextricably intertwined with my family."

Hans studied European history and German at the UW–Madison and spent his junior year at the Albert-Ludwigs Universität in Freiburg, Germany. After graduation, he returned to Germany from 1972 to 1974 to teach English at several Gymnasien and evening classes at the Volkshochschule in Nürnberg. He also taught evening German classes for the U.S. Army, which included intense cultural training for troops who had just arrived in Germany. In addition he taught sessions in German language and culture for American MPs to help them in their interactions with the German civilian population. Not wishing to be one-sided, he taught a number of two-week



**Hans Werner Bernet**

seminars for German police officers in English language and American culture to promote good relations between them and American soldiers and their dependents.

After receiving his teaching certificate in German from the UW, Hans taught German at Sheboygan South High School from 1975 to 1978. During that time and for several years in the early 1980s, he chaperoned student trips to Germany. He notes that students who took these trips often seemed to mature more rapidly once back in the States, and displayed interest in a broader range of things than usual among high school students.

After moving back to Monroe in 1978 to raise a family, Hans began to work for The Swiss Colony.

From 1989 to 1996, he became the primary liaison between The Swiss Colony and Madeleine, an upscale woman's apparel catalog belonging to Quelle GmbH. He supervised the translation, reprinting, and mailing of their catalog in the U.S. and Canada and also coordinated the importation of garments and accessories from Europe and Asia to fill Madeleine's North American orders. His duties required frequent trips to Fürth near Nürnberg where Quelle's headquarters are located.

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### The Friends of the Max Kade Institute Board of Directors

Rose Marie Barber, Milwaukee

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*Aufbau* continued from page 1

before long *Aufbau* had subscribers around the world, including many non-Jewish German-speaking exiles.

As the twentieth century came to a close, however, *Aufbau* encountered the same challenge faced by many immigrant newspapers: its original audience of first-generation immigrants was dying, and its readership was declining steadily. Fewer and fewer German-speaking Jews were coming to America. The children and grandchildren of those first-generation readers had assimilated into American society, did not speak German, and did not identify with the concerns of an expatriate population. *Aufbau* tried to keep its readers connected with their common European heritage by offering popular subscriber trips to Switzerland and by supporting the efforts of some German communities to re-establish contact with their former Jewish citizens and descendants. Nevertheless, readership continued to decline (from over 60,000 during the war to 3,000 in 2003) and financial support dried up. As Andreas Mink, *Aufbau*'s chief editor since 2002, put it: "We realized there was no way we could find enough new readers in the United States for a German-language publication."

To save the paper, *Aufbau* became bilingual, with articles in German and English, but this did not achieve the desired result. According to Andreas Mink: "Not only didn't we attract any new readers, we probably confused our old readership." With a New York market saturated with English-language Jewish publications, an English version was out of the question, and by summer 2004, *Aufbau* was at a point that many other German-language papers in

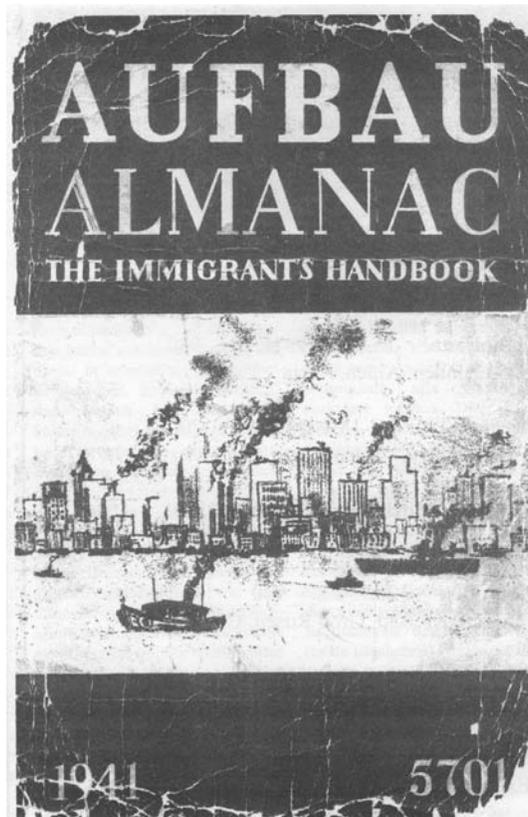
America had reached much earlier: bankruptcy and closure.

But *Aufbau*'s fate turned out to be different. When word of the legendary paper's impending demise traveled around the world, it became clear that *Aufbau* had always been more than just a local immigrant publication. It had been a global source of information and discourse, connecting

German-speaking Jewish communities throughout the world. At its most successful it had always reflected the present, not the past. With this in mind, the Jüdische Medien AG in Zürich (publishers of *Tachles*, the Swiss-Jewish weekly) purchased *Aufbau*, determined to continue serving new German-speaking Jewish immigrant communities, especially in Germany, Austria, and Switzerland, and to include them in the discussion of issues concerning Jews worldwide.

In February 2005, the new *Aufbau* was launched as a monthly publication, its new dramatically different glossy appearance mirroring the changes within. *Aufbau* is now published in Berlin, focusing on an audience of Jewish immigrants in Germany mostly from Russia. "This is a different readership, and *Aufbau* had to make changes," says Andreas Mink. Notably, German is not

the mother tongue of most of these immigrants, but the language of their newly adopted countries. Many have a different outlook on Judaism and are not as interested in integrating into German society as immigrants of the 1930s were interested in Americanizing. In short, the emerging Jewish communities in German-speaking Europe



Published in 1941 to give practical advice to German-speaking immigrants to the U.S., the *Aufbau Almanac* included information on where to buy good pastries in New York City and explanations of American slang, teaching that a "sawbuck" was a \$20 bill and that the term "deadpan" had nothing to do with cooking.

## News Briefs

### The Wisconsin Folksong Collection, 1937–1946

A new digital collection of Wisconsin folksongs, which includes musical settings of texts by a noted Luxembourg-American poet, Nicholas E. Becker, is now available online. The Wisconsin Folksong Collection, 1937–1946, presents searchable data, digitized audio, and visual materials from two collectors who recorded more than 900 songs and tunes from ordinary people. The URL is <<http://digital.library.wisc.edu/1711.dl/WiscFolkSong>>.

The Center for the Study of Upper Midwestern Cultures assisted with the project, a co-production of the University of Wisconsin Digital Collections Center (UWDCC) and the Mills Music Library at the UW–Madison. CSUMC was also involved in producing an educational Web site that provides detailed information about one of the collectors, several performers, and one of the recording trips. The site highlighting the 1937 trips can be found at <<http://csumc.wisc.edu/src>> and the site for the 1940s trips is at <<http://music.library.wisc.edu/hst>>.

The Wisconsin Folksong Collection, 1937–1946, contains field recordings, notes, and photographs made by UW–Madison faculty member Helene Stratman-Thomas as part of the Wisconsin Folk Music Recording Project, co-sponsored by the University of Wisconsin and the Library of Congress during the summers of 1940, 1941, and 1946, as well as recordings made by song catcher Sidney Robertson Cowell during the summer of 1937 for the Special Skills Division of the Resettlement Administration.

The Wisconsin Folksong Collection, 1937–1946 presents valuable information about each folksong and audio files of many original performances.



Nicholas Becker and his children.

There are also transcribed melodies, lyrics, performance photographs, and critical commentaries listing concordant sources for the tunes and excerpts of field notes by the collector(s). Over 900 performances representing more than thirty ethnic or geographical sources are included. While vocal music predominates, instruments such as the accordion, guitar, Hardanger fiddle, psalmodikon, and tamburica are also featured.

Of special interest in this collection are seven songs performed by Jacob Becker, the son of the poet Nicholas Becker mentioned above. Jacob was recorded by Stratman-Thomas on Aug. 30, 1946, in Belgium, Wis.

For more information about digital resources at the University of Wisconsin, visit <<http://uwdc.library.wisc.edu>> or contact UWDCC head, Peter Gorman at [pgorman@library.wisc.edu](mailto:pgorman@library.wisc.edu).

*By Nicole Saylor with contributions by Mark Loudon.*

### Friends receive copies of essay on Mathilde Franziska Anneke



Thanks to the generosity of Joan Robertson and the efforts of Gretchen Rosing, the Friends received a large donation of copies of *Mathilde Franziska Anneke—An Essay on Her Life* by Charlotte Brancaforte. The book was published for the Wisconsin sesquicentennial to be the first in a series of portraits of German-Americans who influenced the cultural and political life of the state.

Today, only those familiar with German-American history are aware of Mathilde Franziska Anneke's contribution to American culture and society. This was very different at the end of Anneke's life in 1884 and well into the early twentieth century, when her name stood for achievements in women's rights, suffrage, women in journalism, academic schooling for girls, and teacher education. For many years, for example, the League of Women Voters sponsored competitions and gave scholarships in Anneke's name. Mathilde Anneke worked mostly in America's large German-speaking communities, especially in Milwaukee, and thus most of her interactions and

# The future of the German element in the United States (1869), part II

Translated by Mark L. Loudon, MKI Co-Director

*This is the second half of an article continued from the summer issue of the MKI Friends Newsletter. German immigrants are compared favorably to their "American" counterparts in a style typical of the early German-American press.*

December 1, 1869, Easton (PA) *Correspondent und Demokrat*, p. 1; repr. from the Cincinnati *Volksfreund*.

Only in a few prairie counties in Wisconsin have Americans ("das Amerikanerthum") consolidated and established themselves, but even there the Germans are making inroads because of their success in farming. In this state the overwhelming majority of the population is German, even if that is not necessarily reflected in the census. It should be added that this German element is staying true to its origins. Self-assured with ethnic pride, the Germans in Wisconsin resist assimilation. To be sure, the younger generation typically learns English, but not at the expense of losing their German identity. German clubs, German theaters in all towns, cattle and horse markets operated by Germans, German political gatherings, German congregations, schools, and festivals, not to mention the numerous and widely read German newspapers, all support the German presence, which is growing through activity, strength, and intelligence. It has even happened that Germans in these areas can exist quite independently of Americans in commerce and enterprise, while the American businessman could hardly survive without German customers.

Similarly, the American politician cannot count on success without the support of the Germans. For these various reasons the Americans do not oppose the German element, and even Americanized Ger-

mans in all states are coming back to their roots. It may surprise some to learn that over the last ten years there has been a strong emigration out of Wisconsin, but this does not weaken the German presence because of fresh arrivals from Europe. The first German settlers took possession of heavily wooded land where they were not able to cultivate large tracts. The farms were therefore usually small, but carefully and efficiently operated. With increasing success a German farmer might buy out his neighbor, who would then move west to Minnesota, Nebraska, Dakota, or Iowa. In these states and territories one can find townships consisting mainly of Germans from Wisconsin who have brought with them traditional German ways. They also induce large numbers of relatives and friends from Germany to join them.

**"It has even happened that Germans in these areas can exist quite independently of Americans in commerce and enterprise, while the American businessman could hardly survive without German customers."**

In Minnesota the German influence is already so strong that one regularly finds Germans on both party tickets, and Germans are well represented along with members of other groups in county and local government. There are also in Minnesota entire counties almost completely inhabited by Germans, where the American element is receding. Nebraska has practically been appropriated by Germans. They arrive there in such large numbers that they are becoming even more visible than in Wisconsin. In Iowa it will take longer for the German element to grow, because the American population there is not only numerous but heavily comprised of New Englanders who stick together and resist the Germanicization of the state. An example of this resistance can be seen in Iowa's temperance laws. But precisely this issue will unify and energize the Germans. In addition, German immigration to the state is increasing

# Highlights of recent library acquisitions

By Kevin M. Kurdylo, MKI Librarian

Here we highlight a few items donated to the MKI Library over the past few months. A complete list of recent acquisitions is available on our Web site as a link from the News page or at: <<http://csumc.wisc.edu/mki/Library/NewAcqs/NewAcqs.htm>>. Contact the MKI Librarian at (608) 262-7546 or by e-mail at [kkurdylo@wisc.edu](mailto:kkurdylo@wisc.edu) if you are interested in viewing any of these titles or if you would like to donate materials to the Max Kade Institute. We would like to express our appreciation to Eileen Altenburg, Dennis Bergren, Jean Ensch, Arnold Gossler, Jane Graff, Dr. Oliver Benjamin Hemmerle, Prof. Dr. Holger Kersten, Debbie Kmetz and the Manitowoc County Historical Society, Sally Konnak, Jacob Martens, Werner and Marie Randelzhofer, Alison Rautmann, Michael Riegel, the Sheboygan County Historical Research Center, Anne Short, and Deborah Krauss Smith for their donations.

## Published in the United States

[Grether, Georg, and D. W. Vriesen]. *Geschichte der Deutschen Synode des Nordwestens der Reformierten Kirche in den Vereinigten Staaten in ihren Grundzügen als Gedenkschrift zu ihrem fünfzigjährigen Jubiläum. 1867 bis 1917*. Cleveland, Ohio: Central Publishing House, 1917. x, 155 pp., ill.

Includes early history, important developments, "Die Mission unter den Winnebago Indianern in Wisconsin," and illustrations of churches and pastors. Donated by Alison Rautmann in memory of her parents, Arthur and Emily Rautman.

*I spent my time in this church 42 yrs. It was my life.*



Ref. Zions Kirche,  
Sheboygan, WI

[White, James Springer]. *Christi glorreiche Erscheinung: Eine Auslegung von Matthäus Vierundzwanzig*. Battle Creek, Mich.: Review & Herald Verlagsgesellschaft, 1895. 96 pp., ill.

A "reich illustrierte" brochure expounding on the prophecies in the twenty-fourth chapter of the Gospel according to Matthew, including the destruction of Jerusalem, the end of the world, and the return of Christ. Donated by the Sheboygan County Historical Research Center.



Friede auf Erden: "Peace on Earth"

## Subject Collection

Ehlert, Edward, Carl Geisler, John Jung, and others. *Folk Culture: Some Personal Recollections of Fun, Games, and Recreation*. Edward Ehlert Series on Manitowoc County History, no. 1. Richard Stolz and Rosemary Young Singh, eds. Manitowoc, Wis.: Manitowoc County Historical Society, 1988. vii, 48 pp., ill.

Includes information on the Kiel Turnverein, Kiel Männerchor, and the Kiel Frauen Verein. Donated by the Manitowoc County Historical Society and Debbie Kmetz.

Gossler, Arnold. *Aufbruch in fremde Länder. Die Auswanderungsgeschichte des ehemaligen Amtes Senheim Altkreis Zell/Mosel-Rheinland Pfalz nach Nordamerika und Brasilien*. 3. Auflage. Liesenich, Germany: the author, 2003. 297 pp., ill.

The result of several years' research into what the author calls the "forced emigration" of 1852 from the Hunsrück-Mosel area of Germany, this

## The structure and culture of a German-American community

Reviewed for H-GAGCS by Walter D. Kamphoefner, Professor of History, Texas A&M University.

Reprinted with permission of Walter D. Kamphoefner and H-NET Humanities & Social Sciences OnLine

Russell A. Kazal. *Becoming Old Stock: The Paradox of German-American Identity*. Princeton: Princeton University Press, 2004. xvii + 383 pp. Illustrations, tables, maps, notes, index.

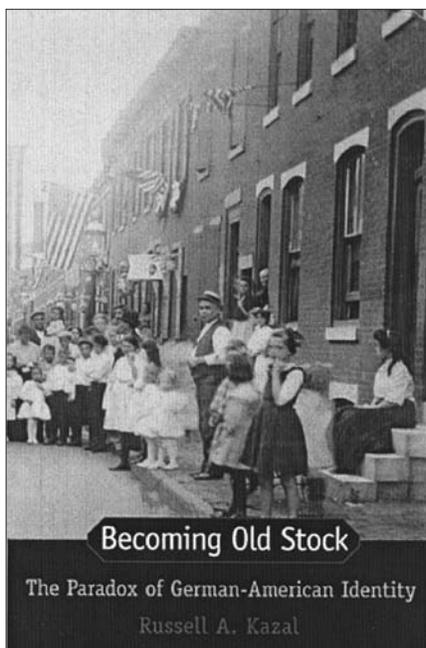
This may just be the best community study yet on German-Americans, and one of the best on any ethnic group. The reason is hinted at in my title: this study examines both the social and economic structure of the German community of Philadelphia, and its culture and self-identification—as well as the ways these interacted with one another and changed over time. Kazal is fully conversant with both quantitative, census-based approaches—the erstwhile New Urban/Social History—and newer cultural approaches which he applies, though not uncritically, with great effect. He takes on a somewhat later time segment than most census-based studies, beginning only with the waning of mass immigration at the turn of the twentieth century, and spanning the crucial era of World War I and its aftermath, down into the 1930s. His study focuses on two contrasting neighborhoods: the working-class district of Kensington, that was nearly half German in 1900, and the rather misnamed streetcar suburb of Germantown, where the German stock even then accounted for less than 10 percent. Kazal applies the block-front census sampling techniques pioneered by Olivier Zunz to arrive at these figures; a second sample from 1920 reveals a much different population makeup, especially in working-class Kensington. If the average German there lived on a block with a German majority in 1900, by 1920 only a quarter of the neighbors on his block were German; most of the difference was accounted for

by an increase in Eastern Europeans (pp. 66, 122). These local parameters had a considerable effect on the ways Philadelphians of German background reworked their multiple identities in interaction with the larger society.

The fading of German-American ethnicity might seem to be a familiar story by now, but Kazal opens up a new dimension with the prime question he asks of his material: “If many Americans of German background were leaving German ethnic circles at the beginning of the twentieth century, where did they then go” (p. 4)? The thesis of the

book could perhaps be summed up as a paraphrase of Marx’s comment about people making their own history: people invent their own ethnicity, but they do not invent it out of whole cloth. This study focuses particularly on four ethnic subcultures (middle class *Vereinsdeutsche*, working class socialists, Lutherans, and Catholics), each of which followed a somewhat distinctive path into a different part of the American mainstream. Lutherans, and particularly the better situated *Vereinsdeutsche* with whom they often overlapped, typically ended up defining themselves as old stock or even

“Nordic” Americans, stressing their colonial roots in the New World and distancing themselves from more recent immigrant arrivals from Southern and Eastern Europe. On the other hand, working-class and Catholic Germans—again two groups that were hardly mutually exclusive—became increasingly exposed to people of other European origins and came to identify themselves (even if the term had not yet been invented) as white ethnics, distancing themselves above all from black newcomers in



News Briefs continued from page 5

publications were in German. With the decline of the German language in America her legacy suffered like that of many who were instrumental in shaping American society, but did so in languages other than English: they have been forgotten or relegated to the sidelines of American history. To this day volumes of Anneke's papers and correspondence are waiting in the archives of the Wisconsin State Historical Society to be read, researched, and made accessible to the public.

Brancaforte's *Essay on Her Life* re-acquaints the English-speaking audience with a fascinating German immigrant woman who greatly influenced Wisconsin and American society. Friends may pick up a free copy at the Max Kade Institute while supplies last.

*By Antje Petty*

Directors' Corner continued from page 2

year of this project, "American Languages: Our Nation's Many Voices Online" and make some of our digitized materials accessible to the public through a Web site dedicated to the project. Very special thanks go to Kirk Martinson, our project assistant of the last two years, who managed the sound lab and created our database, among many other important duties. Kirk's work on this major grant was invaluable and we wish him well as he completes his doctorate in German linguistics.

Another exciting project we worked on this summer and which will be completed this fall is the creation of an educational poster and brochure on the theme "How German Is American?," which is supported through the generosity of the German Consulate in Chicago. The poster will feature a number of interesting visual images pointing to the many ways that linguistic and cultural expressions of German-speakers and their descendants are manifest in American society, past and present. The accompanying brochure will explore the themes associated with the poster's images and, we hope, encourage both Europeans and Americans to view multicultural contact from new vantage points. Once the poster and brochure are complete we will sponsor an event to present them to the public. We'll keep you "posted" on how this develops!

*Join us for an Old German Script Workshop*

Karyl Rommelfanger, a retired German teacher from Manitowoc, will help you uncover the mysteries hidden in old German script documents.

Bring your own documents for personalized assistance!

**Saturday, October 1, 2005, 9 a.m.-3 p.m.  
Milwaukee Turners, Gestern Hall  
1034 N. 4<sup>th</sup> Street, Milwaukee**

**\*Registration Required!\***

**Fee: \$25 for Friends of the MKI and students;  
\$35 for non-members.**

Please make checks payable to:  
"Friends of the MKI" and mail to:

Max Kade Institute  
901 University Bay Drive  
Madison, WI 53705

For more information, please call 608-262-7546.

On the publications front, we are in the final stages of production of Johannes Strohschänk and (MKI Friend!) Bill Thiel's book on the Wisconsin Office of the Commissioner of Emigration; thanks, again, to Kirk M. for his work on this project, too. Included in this book are a number of fascinating and rare images from the early days of Wisconsin statehood. We anticipate that the interest in this book among scholars and the public will be substantial and are looking forward to bringing it out in the next several weeks.

Finally, we are excited to continue working on fundraising with the Friends, the College of Letters and Science, the UW Foundation, and our extramural partners. Despite sizable statewide budget cuts and low returns on our endowment we are aggressively pursuing creative ways to secure our financial base, and we remain optimistic that we will be able to overcome the current financial challenges. The ongoing support of the Friends is something that continues to be an important part of our success, something for which all of us at MKI and CSUMC are very grateful!

Happy Fall!

Mark and Cora Lee

# Einer für Alle, Alle für Einen!

## The *Amerikanischer Schweizer-Kalender*

By Kevin Kurdylo, MKI Librarian

Recently the Sheboygan County Historical Research Center generously donated a great deal of material to the Max Kade Institute. Among the many fascinating items were nine issues of the *Amerikanischer Schweizer-Kalender*, an almanac published by the *Amerikanische Schweizer-Zeitung* in New York City. We are happy now to have issues of the *Kalender* for the years 1916/1917, 1921, 1924, 1927/1928, 1930/1931, and 1933. A search of the Library of Congress on-line catalog reveals that the first issue in its collection is dated 1881, with no end date given. (Information on the *Amerikanische Schweizer Zeitung* shows that this newspaper began publication in 1868 and kept running until Nov. 28, 1973!) Let's take a look at these almanacs to see what Swiss Americans in the twentieth century were reading.

The covers of all the issues in our collection are the same, showing Wilhelm Tell with crossbow over his shoulder, son at his side, standing among the hills of his home canton. He is surrounded by the flags of all the Swiss cantons. Above him is an American eagle atop two larger shields, one with the white cross of Switzerland on a red field, and the other showing a stylized American stars-and-stripes. Beneath these two shields is the motto, "Einer für Alle, Alle für Einen" (One for all, and all for one).

A typical *Kalender* begins with information

about the upcoming year, including the beginnings of seasons, Christian moveable feasts, the Jewish calendar, eclipses, lunar cycles, and "Gesetzliche Feiertage in den Ver. Staaten" (legal holidays in the U.S., or at least in various parts of the U.S., such as "Lee's Geburtstag" and the "Jahrestag der Unabhängigkeit Texas"). There is often a poem to celebrate the New Year, as well. After come articles with news from Switzerland and other countries, descriptions of Swiss towns (with many photographs), reports on the activities of Swiss American associations and famous Swiss Americans, and several stories and poems, some in the Swiss-German dialect. Most issues include profiles of Swiss politicians and consuls.

The 1916 and 1917 issues include a uniquely Swiss view on the Great War, with an examination of the role of Switzerland in the war, a report on "Die Schweiz als Engel der Barmherzigkeit im europäischen Krieg" (The Swiss as angels of mercy in the European war); a

story about Swiss soldiers who guard the borders by Johannes Jegerlehner (seemingly more a love story than anything else); an essay on neutrality; and a look at "Wie Helvetia für ihre treue Grenz-wacht sorgt" (an article on how the women of Switzerland ease the burdens of the country's border guards, which includes mention of donations by Swiss Americans for the building of "Soldatenhäuser" where soldiers could gather to rest and socialize).



Profiles of Swiss Americans who made good are found throughout the issues. The world of business includes such industrialists as Emil Hem-

ming, from Uster, Canton Zurich, who established the Hemming Manufacturing Company in Garfield, New Jersey; Jakob Manz, founder and president of the Manz Engraving Company in Chicago, born in Marthalen, Canton Zürich; and of course Louis Joseph Chevrolet, born in La Chaux-de-Fonds, Canton Neuenburg, and co-founder of the Chevrolet Motor Company. War hero Edward V. Rickenbacker, the “American Ace of Aces”—born in Columbus, Ohio, to Swiss immigrant parents—is featured in 1927, while the 1928 issue includes a biographical sketch of Texas-born Swiss American Edward Walter Eberle, who became admiral of the U.S. Pacific Fleet and Chief of Naval Operations.

Political figures include Swiss-born Albert Gallatin (1761–1849), who was elected to Congress in 1791 and appointed Secretary of the Treasury in 1801 by President Jefferson, continuing in that position under President James Madison until 1814. An article in the 1930 *Kalender* examines the Swiss roots of President Herbert Hoover, lauding the fact that for the first time politicians had abandoned their “hartnäckig verfolgte Tradition” (stubbornly followed tradition) of choosing only candidates from the “ursprüngliche Ansiedlerfamilien dieses Landes” (families of the nation’s original colonists, in this case meaning British and Dutch) to elevate a Swiss descendant to the powerful leadership position. The article includes photographs of the “Stammhaus des Präsidenten Hoover in Oberkulm, [Canton Aargau],” which at the time was in the possession of Jakob Huber, of the same family line; the “Wappen [family crests] der Fami-

lie Huber, der Ahnen des Präsidenten Hoover,” and of the “Familie Huber in Oberkulm.”

There is a continuing series on “Schweizer Künst-

ler in Amerika” (Swiss artists in America) that covers the gamut of creativity from painters and dancers to wood carvers and interior designers. Other profiles include Swiss-American writers and poets, including some whose work appears frequently in the pages of the almanacs.

Oskar Kollbrunner, for instance, is a poet and writer who also worked for the *Amerikanische Schweizer Zeitung* and thus for the *Kalender*. Several of his poems appear in the 1921 *Kalender*; in 1927 he presents a humorous look at a day on the job at the paper; and in 1924 he publishes



**Eddie Rickenbacker**

“Im Chinesviertel. Amerikanovelle,” a story set in New York City which begins with these intriguing lines: “Ich besass noch fünf Cents, sage und sc[h]reibe: Fünf ganze Cents. Ein blitzblankes Nickelstück mit einem federngeschmückten Sitting-Bull-Kopf” (I still possessed five cents, believe it or not: five whole cents. A bright and shiny nickel with a feather-bedecked Sitting-Bull-head). The detail is wonderful, but a little research indicates the portrait on the “Indian Head” nickel is not of Sitting Bull.

Several poems and stories are written in the Swiss dialect. In a 1917 poem, Gottfried Arn uses the word “Fuul,” with a footnote explaining that “Fool = Närrin.” A 1917 poem by Carl Marty begins: “Im Norde vo Wisconsin da, Am See so klar u blaue, Het Bob es Hüttli baue lah, E Freud isch gsy zum gschaue” (In the north part of Wisconsin, on a lake so clear and blue, Bob had his little hut be built, a joy it was to view). There is a

*Kalender* continued from page 11

short story about a cheese export firm called Röthlisgerber & Berger that takes place in Tschiggago (Chicago).

There are, naturally, a number of articles on uniquely Swiss-American history, events, and organizations, such as singing societies and their competitions; the 1921 Schweizer-Amerikanische Verbands-Turnfest in Chicago; “Der Schweizertag an der Sesquicentennial Ausstellung in Philadelphia, Pa.” (1928) (as well as a look at “William Penn und die ersten Schweizer in Pennsylvanien”); and two pieces that touch on Swiss settlements in Wisconsin. One describes a *Schweizertag* in Monroe, Wisconsin, and the other details dairy farming and the cheese industry among Swiss Americans in Wisconsin, with particular emphasis on New Glarus, Monroe, and other areas in Green County. An illustration shows portraits of the “Pioniere der Käse-Industrie im Green County”: Gottlieb Bähler, Jakob Regez, Niclaus Gerber, and Jakob Karlen.

I’d like to conclude our look at these Swiss-American almanacs with a few lines from a continuing series of tales written by “Schnäggähübel-Annäli” (real name Anna Kuchler). In the various parts we now have in our collection, the young immigrant describes her trip from Switzerland to Ellis Island; a trip by train through the state of New York to see Niagara Falls; and the birthday celebration of the young daughter of a wealthy New York

industrialist, for whom she is a governess. When Annäli first arrives in America and crosses the Hudson with her Swiss-American uncle, she sees the New Jersey Palisades and looks back on the impressive cupolas of the Cloisters on Manhattan, and then she knows that she, “das fremde Schweizerkind, hier auf dem ‘Bergli’ meine zweite Heimat finden würde” (the foreign child of Switzerland, would here on these “little mountains” find my second homeland).



ANNA KUECHLER

Pages from the Past continued from page 6

significantly.

It is also well enough known that the German element in Missouri is growing in numbers and strength. Our colleagues in the German press there will not disagree with our claim that the Germans in their state are not ashamed of their heritage, but rather strive to preserve German language and customs without any conflict with their duties as American citizens.

These observations should convince any doubters about the future of the German element in the United States. Rather, these misguided individuals should not lose their heritage by assimilating, but go back to their roots where they belong.



Ancestral house of President Herbert Hoover in Oberkulm, Switzerland.

*Old Stock* continued from page 8

nearby neighborhoods. And already before World War I, women in particular were becoming more and more involved in a mass consumer culture that lured them out of their neighborhood shops and into downtown department stores.

Beyond his census sample, Kazal draws upon a wide variety of primary sources: newspapers in both English and German; Lutheran and Catholic parish records; records of voluntary associations, mixed as well as German (not just the usual suspects such as Turnvereine, the Cannstatter Volksfest Verein, and the Saengerbund, but also the Business Men's Association of Germantown, its YMCA, and even the nativist Patriotic Order Sons of America), all of which displayed some German names on their rolls. Throughout, the author shows an eye for the telling detail, such as ads for radio sales in the German-language press on the occasion of the 1928 Tunney-Heeney boxing match that testified to interest in non-ethnic, national popular culture, and helped the ethnic press sow seeds of its own demise. Or the guest list at a twenty-fifth anniversary celebration of immigrant son Henry Pletcher and his bride Cecelia Horan that included just a handful of German names but an "overwhelming number" of Irish (p. 73). Except for rendering as "Party Day" what was apparently *Parteitag* (party convention) in the original (p. 155), Kazal's readings and translations from the German-language press are most felicitous and to the point.

This study profits immensely from the breadth of Kazal's peripheral vision, which places Philadelphia Germans into the context both of Germans in other parts of the country, and of other immigrant groups that took similar or different trajectories into the mainstream. The only area that comes up somewhat short in the comparison are immigrants, German or otherwise, in rural areas. As the author recognizes, the "old stock" option was obviously more viable in a state where Germans constituted one-third of the colonial population than where they fell below one-tenth, or where settlement dated only from the nineteenth century. And Germans were less quiescent in Midwestern areas where they constituted a larger population

share than in the east where they were a small minority. But Kazal is certainly correct in his conclusion that "what happened to German America represents, to some degree, an extreme version of the changes wrought in other immigrant ethnic groups by the larger assimilative pressures and processes of the past century. The retreat from German-American identity during and after World War I played a key role in the demise of an earlier, more pluralist America and the rise of a more exclusive and conformist American nationalism" (p. 261).

### **From the Introduction to *Becoming Old Stock***

"More Americans trace their ancestry to Germany than to any other country, according to the federal census. Arguably, by this measure, people of German descent form the nation's largest ethnic group. Yet that fact could easily elude the casual observer of American life. Today, comparatively few signs remain of the once formidable political clout, organizational life, and ethnic consciousness of German Americans. Over the twentieth century, the ethnicity that went by that label underwent what the historian Kathleen Conzen calls a 'thorough submergence.'

"This ethnic eclipse is reflected publicly in the calendar of American holidays and, more privately, in survey research. There is no nationally recognized tribute to German ethnicity to compete with St. Patrick's Day or Columbus Day. On a regional level, the Midwest, which drew the greatest concentrations of nineteenth-century German immigrants, does seem more willing to display its German ethnic roots, as a visitor to Cincinnati's annual Downtown Oktoberfest might note. Yet in the mid-Atlantic—the focus of eighteenth-century German settlement and a close second to the Midwest as a destination for nineteenth-century German newcomers—German ethnicity has a remarkably low profile. In the popular imagination, the descendants of eighteenth-century Rhenish immigrants who populated the Pennsylvania backcountry are known as 'Pennsylvania Dutch,' a usage that evokes the Netherlands. The region's cities yield barely a sign that they once hosted some of the nation's largest populations of German immigrants. . . .

"The eclipse of German-American identity today

Profile continued from page 3

In fact, Hans's introductory visit to Quelle in 1989 was during the week that the Wall came down. He had the great fortune to be able to speak with many East Germans who were visiting the West for the very first time. His current title and responsibility at The Swiss Colony is Manager of E-Commerce Development.

In 1996, Hans had his son spend a semester with the family of a German counterpart at Quelle. His daughter also participated in an exchange with a Germany family in Bavaria in 2000. Hans and his wife Bobbie have traveled to Switzerland and Germany a number of times over the past ten years. They greatly enjoyed staying in the "new chalet my mother grew up in, which was built by her great-grandfather in 1852." His cousin grew up in an older chalet nearby built in 1778, and just down the street was one built in 1605. "The residents go about their daily chores chopping wood and baking bread," Hans observes, "and we realized that the rhythm of life there echoes down the centuries."

Hans and Bobbie are active members of the Monroe Swiss Singers, and they recently returned from a two-week tour of Switzerland Hans organized with the Swiss Singers. Hans also served for four years on the board of the Turner Hall in Monroe, the only surviving Swiss Turner Hall in the U.S. Although he grew up "like many first-generation Americans, trying to blend in and to conform," Hans now greatly appreciates how having a second language and culture made his upbringing unique. "I also came to realize how the 'Swissness' of Monroe and New Glarus made them special places to be from."

Hans looks forward to serving on the Friends Board, saying, "I hope I can help illuminate the small but important role that Swiss immigration has played in the mosaic of German and Scandinavian culture that has put its lasting stamp on the development of the Upper Midwest."

We welcome Hans with a hearty "Grüezi" and look forward to working with him in the months ahead.

Aufbau continued from page 4

are rather diverse within themselves and are quite different from the German-Jewish communities of the early twentieth century.

*Aufbau* is trying to play a mediating and thought-provoking role, choosing a variety of topics and authors from different backgrounds and viewpoints. For example, an upcoming issue dealing with the fortieth anniversary of official German-Israeli relations will include not only the views of Germans, Israelis, or Holocaust survivors, but also the views of Arabs who have been affected by this historic event and offer their own perspective.

The birth of *Aufbau* had been similar to that of many immigrant papers in the United States, but when its first journey came to an end, the paper boldly decided to begin a new one. Thus, while other German-American publications have become history, *Aufbau* endures.

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Old Stock continued from page 13

is all the more startling, given its condition at the beginning of the twentieth century. Then, German Americans were perhaps the best-organized, most visible, and most respected group of newcomers in the United States. Germans, whose migration to America peaked in the 1880s, made up the largest single nationality among the foreign-born during the 1910s, greater in number than the Poles, Italians, and other southern and eastern Europeans of the 'new immigration.' The National German-American Alliance, a federation of ethnic associations, laid claim by 1914 to more than two million members. Before the First World War, the Germans were widely esteemed as 'one of the most assimilable and reputable of immigrant groups. . . .'

"German Americans, in other words, present an unsettling paradox. If ours is an age of multiculturalism—as many Americans like to think—then how is it that the nation's largest ethnic group has gone missing from the national scene and in regions like the mid-Atlantic? How do scholars square this awkward fact with the depictions of an enduring American pluralism that have dominated the historical literature on immigration and ethnicity since the 1960s? . . ."

Highlights continued from page 7

richly illustrated monograph begins with an overview of emigration from German-speaking lands to countries such as Brazil and America, then focuses on the former Amt Senheim and its history of emigration. Gossler writes that the mayors of five communities—Senheim, Grenderich, Liesenich, Mittelstrimmig, and Altstrimmig—developed a plan to send the willing poor to America, at the cost of the communities. Many of these immigrants came to Wisconsin. Gossler includes a listing of the individuals who departed those communities in 1852, as well as those who emigrated between 1829 and 1890 who were not part of the 1852 groups. The final section examines German emigration to Brazil. Donated by Arnold Gossler.

Kersten, Holger. *Von Hannibal nach Heidelberg: Mark Twain und die Deutschen. Eine Studie zu literarischen und soziokulturellen Quellen eines Deutschlandbildes.* Kieler Beiträge zur Anglistik und Amerikanistik. Neue Folge, Band 4. Würzburg: Königshausen & Neumann, 1993. iii, 393 pp., ill.

Concentrating on the period up to the publication of *A Tramp Abroad*, this study delves into the early life of Samuel Clemens and illuminates various factors that may have influenced the American author's attitude toward the Germans and their country. Donated by Holger Kersten.

Konnak, Sally, comp. *Free Congregation of Sauk City Library: Annotated Bibliographies.* [Sauk City, Wis.: Free Congregation], 2005. 45, 12, 6, 7 pp.

Bibliographies of books, pamphlets (including tracts, sermons, lectures, etc.), newspapers, and periodicals at the library of the Sauk City Freie Gemeinde, which was founded in 1852. Annotations describe subject matter, condition of materials, and inscriptions and signatures (often of prominent Sauk

City families). Donated by Sally Konnak and the Free Congregation of Sauk City.

[Muller, Rene, comp.] *N. E. Becker, 1842-1920: E Wormer Dichter an Amerika.* Wormer Muselbeicher, 19. Wormeldange, Luxembourg; Grevenmacher, Luxembourg: Letzebuerger Guiden a Scouten; Dreckerei Erny Faber, [1987?]. 165 pp., ill.

A celebration of Nicholas E. Becker, a dialect poet originally from Wormeldange, Luxembourg, who immigrated to Ozaukee County, Wisconsin. Includes information on emigration from Luxembourg, views of America and Brazil, biographical descriptions of

Becker and examinations of his poems, many poems by various authors on the topic of emigration, and nicknames reprinted from Becker's 1908 "Lexicon der eigenthümlichen Be-nennungen vieler Bewohner des Nördlichen Theils, von Ozaukee Co(unt)y), Wis(consin) und Umgebung." Donated by Jean Ensch, Institut Grand-Ducal, Luxembourg.



**Kiel (WI) Männerchor, 1891,  
with keg of liquid refreshment.**

### Family Histories and Archives

Konnak, Sally. *The Boltzes of Bakertown.* [S.l.: s.n.], 1997. [165] pp., ill.

Boltz family members came from the villages of Leimersheim and Germersheim in the Palatinate. Andreas Boltz departed for America from LeHavre, France, in 1853, and settled across from Senz's/Sanse's Mill near the village of Rome, Wisconsin. Carl and Charlotte Boltz sailed in 1869 for America and also came to Sullivan Township near Rome. Bakertown was a small settlement "at the junction of County P and Bakertown Road, where the church was located." Includes information on the Free-Will Baptists, the image of Wisconsin in the eyes of German-speaking emigrants, the sea voyage from Europe to America, Native Americans in Wisconsin, the earliest white settlers, Bakertown and Rome, and Milwaukee.

Donated by Sally Konnak.

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