



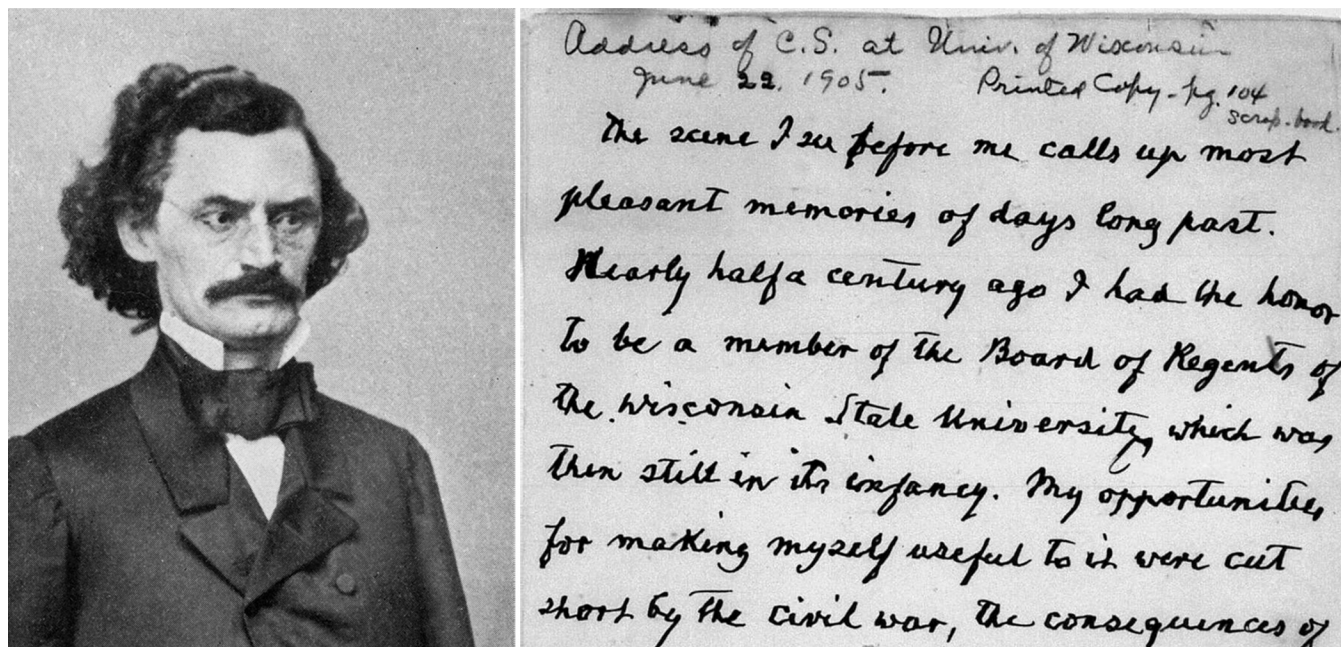
MAX KADE INSTITUTE

FRIENDS NEWSLETTER

Volume 27 No 2 • Spring 2018

Carl Schurz and the University of Wisconsin

William E. Petig



Carl Schurz, 1861, and the beginning of his handwritten Commencement Address at the University of Wisconsin, Madison, June 22, 1905

INSIDE

- Upcoming Events
- From the MKI Library: Should You Change Your German Name?
- MKI Friends Annual Meeting and Dinner, May 5, 2018
- Friends Profile: William Petig
- The Meaning of the Family Name "Nachtrieb"
- Sauerkraut By Any Other Name

Only a year and a half after settling with his wife Margarethe and their daughter Agathe in their new home in Watertown, Wisconsin, in the fall of 1856, Carl Schurz had already acquired considerable fame for his oratorical skills on the state political stage. The Achaean Society of Beloit College invited him to deliver the commencement address on July 12, 1858, in the Congregational Church in Beloit. The title of his speech was "America and Americanism" and focused on the importance of the American idea of freedom for the world. His address

was well received, and he repeated the Beloit speech at the Literary Society of the University of Wisconsin two weeks later to enthusiastic reviews. Two days after his talk the Board of Regents of the University of Wisconsin nominated him for a professorship in modern languages, which, however, he declined. Five weeks later, on August 31, 1858, Governor Alexander W. Randall appointed Schurz to the Board of Regents to fill out the term of Professor E. S. Carr, who had resigned, and the following February Schurz was re-

Continued on page 4

Greetings, Friends and Readers!

As the academic year 2017–2018 draws to a close, we at MKI look back with much gratitude to our Friends and other supporters. Throughout the year we were pleased to receive many expressions of support and appreciation for our programming, which brought the work of MKI to dozens of communities across the state and beyond, reaching hundreds of people. One programming highlight was the German Iowa and the Global Midwest exhibit created by colleagues at the University of Iowa, which opened here at the University Club with a fascinating presentation by Prof. Glenn Ehrstine.

Just a few weeks ago we celebrated the end of the year with record attendance at our Friends Annual Meeting in Marathon County. A big shout-out to our friends in the Pommerscher Verein Central Wisconsin for all the work they put into organizing such a wonderful and informative event!

This summer, MKI will be well represented at German Fest—thank you to Todd Michalek for all his hard work making this happen. This year MKI will feature Sebastian Walter (1848–1922), an immigrant from Rhine-Hesse, Germany, who “made good” in Milwaukee as an entrepreneur in enamelware manufacturing. We look forward to “getting the word out” about our activities to a large audience in Milwaukee, and to building new relationships there and elsewhere.

Meanwhile, our research efforts continue in Madison, mainly utilizing resources from the MKI Library and Archives. Kevin Kurdylo, our Librarian and Archivist, remains indefatigable in his efforts to preserve our precious resources and make them accessible to our patrons in Wisconsin and around the globe. I also want to recognize with gratitude the many hours of volunteer service that our Friend JoAnn Tiedemann continues to render to the MKI Library. JoAnn’s professional expertise and good cheer make her a very welcome presence at the Institute.

Crucial to the success of our programming—which includes over fifty events per year mainly in the form of lectures, workshops, and outreach presentations—is MKI Associate Director Antje Petty. Antje’s work is connected to every aspect of the operation of our Institute, including administration, funding, and programming, and she is the main point of contact not only for our Friends organization, but also for our key external partners, including the Wisconsin Historical Society.

Finally, we are excited to be hosting the annual symposium of the Society for German American Studies in Madison next year (April 11–14, 2019), which Antje has been working to organize with our own Cora Lee Kluge, the current SGAS Vice President. Look for more information on this event in the near future!

To all our Friends, a very happy and enjoyable summer!

—Mark



Mark at the Wisconsin State Historical Marker dedicated to Pomeranian Settlement in Marathon County (Town of Berlin, Marathon County)

LECTURE – *The Way Home: A Photo Biography of Arthur Davis Hasler*

September 14, 2018, 6:00pm

UW–Madison Memorial Library, Room 126, 728 State Street, Madison
with Arthur Frederick Hasler

This photo presentation by Arthur Frederick Hasler tells the story of his father Arthur Davis Hasler (1908–2001), a former UW–Madison Limnology Professor, who discovered how salmon accomplish their migration feat. A descendant of Swiss-German and German immigrants, Arthur D. Hasler grew up in Utah. He spent formative years in Germany as a young LDS missionary, as a major in the U.S. Army after World War II, and later as a research scientist.

Arthur Frederick Hasler is a scientist emeritus who worked at NASA's Goddard Space Flight Center. Dr. Hasler received a Ph.D. in Meteorology from UW–Madison in 1971. He published the story of his father *The Way Home: A Photo Biography of Arthur Davis Hasler* in 2017. Books will be available for purchase and signing.

GENEALOGY WORKSHOP – *Finding Our German Ancestors in Europe*

November 3, 2018, 9:00 – 3:30 p.m

Memorial Library, Room 126, 728 State Street, Madison, WI
with Dr. Wolfgang Grams and Antje Petty

Lunch included!

REGISTER ONLINE at www.wisconsinhistory.org

Registration opens July 15, 2018, and is first come, first served. **Limited to 75 registrants!**

Fees (including lunch): \$36 for members of the Friends of MKI, the WHS, and the Wisconsin State Genealogical Society; \$40 for non-members

SESSIONS:

Documents and Biographies

This session follows the life of a “typical” German immigrant family and the documents they left behind. A special focus will be on finding ancestral hometowns on the other side of the Atlantic in the context of Central Europe's complex territorial history. (Grams)

“Hurrah, We are Sailing to America!”

This session covers travel routes, ports of embarkation, the role of emigration agencies, the shift from sail to steam, and the many traces immigrants left behind on their journeys. (Grams)

German-American Resources and Organizations

Before tracing your ancestors back to Europe, it is important to find as much information as possible about them in America. This session provides an overview of German-American community resources, archives, online sources, and genealogy organizations. (Petty)

Archives, Digitization, and Online Resources in Germany

This session is an introduction to digitization projects of historical records in Germany and offers suggestions on how they can benefit the family researcher. (Grams)

Wolfgang Grams is a historian based in Oldenburg, Germany, and the founder and managing director of “Routes to the Roots, Research and Travel.” He has wide-ranging experience with German genealogical research, archives and online projects. Dr. Grams has helped many Americans with their ancestral research in Germany and has led numerous heritage tours throughout Europe.

For more information go to: <https://mki.wisc.edu/events/2018/finding-our-german-ancestors-europe-workshop-genealogists> or **contact Antje Petty** (apetty@wisc.edu / 608-262-7546) or **Lori Bessler** (Lori.Bessler@wisconsinhistory.org / 608-264-6519)

Continued from page 1

elected by the legislature on a straight party vote. Opposition to Schurz's election as a regent came from the *Madison Argus*, which feared that he would "abolitionize" the university, and from Democratic State Senator Chappell, who had defeated Schurz in the election of 1856 for the state legislature from his district.¹

Schurz's Beloit College commencement address on "Americanism," large parts of which he reused in later speeches, was one of his first major addresses in English and demonstrated how well he had mastered the English language. His audiences were impressed with his command of the history of civilization and of democracy as well as with his views on slavery, tolerance, and education. The speech received favorable reviews in the Republican newspapers in Madison and Milwaukee, and the *Chicago Press and Tribune* concluded that he had won over his audience by his "spirit, genius, learning, and great ideas."²

The University of Wisconsin had enrolled its first students in 1850, two years after it was chartered when the State of Wisconsin was founded. The University was only in its eighth year of instruction when Schurz was appointed to the Board of Regents in 1858. Schurz wrote to his friend Friedrich Althaus that in his view the University of Wisconsin had not yet reached "the standard of German universities, but rather that of the German *Gymnasium* [an advanced secondary school], only more liberal and without elementary classes."³ When the Board of Regents appoint-



Wedding photo of Carl and Margarethe Schurz, 1852

ed Henry Barnard (1811–1900), former Connecticut state superintendent of schools, as the new chancellor of the University of Wisconsin, the regents chose Schurz to deliver the official welcome.⁴

The ceremonies for the inauguration of the new chancellor were held in the Madison City Hall at 10 o'clock on July 27, 1859, with not only faculty and students of the university in attendance, but state officers, judges of the State Supreme and Circuit Courts, and members of the State Teachers' Association. After an invocation by the Rev. Dr. Chapin, president of Beloit College, Carl Schurz addressed the assembly.⁵

After a short introduction, in which

Schurz waxed poetic about the hill where once Indian campfires burned and now the university buildings stand, he turned to the achievements of the last quarter century, "the geographical expansion of civilization," which opened and developed the West through the hard work and enterprise of those who, like himself, had not been born there, but who had come to Wisconsin to "better their condition in life." After a positive portrayal of the accomplishments of material pursuits, Schurz warned about its darker side: "When the pursuit of gain has once taken exclusive possession of a human soul, it may make man prudent and energetic, but it will rarely develop his

higher attributes.” To counteract this Schurz turned to the university, whose primary purpose “is not to fit the student for this or that avocation in life... but to expand the mind according to its gradual process of development, and to open before it a panoramic view of the world or arts and sciences as a whole.”⁶

Schurz believed that the primary goal of education, along with intellectual training, was the development of character, and he extolled the study of classics and classical literature for promoting the culture of the ideal to counterbalance the practical: “In cultivating the noble and the beautiful along with the useful, we should evade the onesidedness of character which may make a people for a while rich but not good, powerful but not great ... For in my opinion *the stronger we lean to the side of the material, the more it is necessary that we should promote, by education, the culture of the ideal.*”⁷

Schurz remained a staunch proponent and defender of the liberal arts curriculum or what he called the “impractical courses,” by which he meant not only classics, but also history, philosophy, literature, and foreign languages.

Although the regents voted to publish Schurz’s address along with other welcoming speeches as a separate publication, this did not occur for political reasons. While Schurz’s speech was not included in the official records of the University, the *Wisconsin State Journal*, however, published it in its entirety.

A review of the minutes of the University of Wisconsin Board of Regents for the years of 1858 to 1863 shows that Schurz attended board meetings

regularly and served on committees that dealt with which subjects should be taught at the university, the hiring of tutors and professors, their salaries, the reorganization of the university under the new chancellor, and the organization of departments in the various fields of study. Since Schurz did not reside in Madison, he was paid \$2.50 a day to attend and \$0.05 cents a mile for travel.

In 1904 the University of Wisconsin celebrated its fiftieth anniversary and planned to honor Carl Schurz with an honorary degree. However, Schurz was recovering from a serious illness and could not attend. Although still not in the best of health the following year, Schurz traveled to Madison with his daughter, Agathe, to deliver the commencement address at the university on June 22, 1905, and to receive the honorary Doctor of Law degree. In his citation President Van Hise of the University of Wisconsin stated that Schurz was “being recognized, by common consent here and abroad, as the foremost German-American” and as “a sincere and bold leader of public opinion and an ardent advocate of wise measures of national reform.”⁸ During his stay in Madison, Schurz and his daughter were houseguests of Governor Robert M. LaFollette, whom Schurz encouraged to run for the U.S. Senate to continue his reform work.

Like his welcome speech for Henry Barnard over four decades earlier, Schurz’s commencement address in 1905 stressed the importance of education in a democracy and the central role of the university in this endeavor. After a nostalgic opening in which Schurz expressed his sentimental attachment to the state of



Carl Schurz. ca. 1905

Wisconsin by recalling memories of his American youth, he introduced his major theme: “that education should not only supply the mind with knowledge, but also build up character,” since in a democracy the character of the people determines the character of the government.

To counter rampant materialism and the pursuit of wealth, Schurz believed that universities “should cultivate in their students that intellectual honesty which seeks the truth without prejudice and speaks the truth without fear... [that is] the moral courage to do one’s own thinking and stand alone against the world for one’s convictions of truth, justice, right, and duty; and that sturdy rectitude, that true pride of manhood, which scorns hypocrisy and will not compromise falsehood and wrong.” In fact, according to Schurz, “if this republic is to endure and to be suc-



Eugen Kühnemann, ca. 1912

cessful in its highest mission, it must put its trust rather in schools than in battleships.”

Schurz concluded his speech with a call to avoid “false patriotism that any moral iniquity will become a virtuous and praiseworthy act if committed in behalf of one’s country... [and] that every stranger is a barbarian presumptively hostile, having no rights entitled to respect,” to adhere to the original values on which this country was founded, and to listen to the idealists, whom he regarded as the most useful citizens, because they “have the courage to tell bitter truths and thus counteract the poison instilled in the popular mind by the sycophants of wealth, or of power, or of the multitude.”⁹

Schurz admitted that his speech contained essentially nothing new, but ideas that merit constant repetition. Although delivered 113 years ago, his speech has a remarkably modern ring even today.

In 1907 the Carl Schurz Memorial Association of Wisconsin was founded with General F. C. Winkler, a lifelong friend of Schurz, as its president. The goal of this organization was to raise \$60,000 by general subscription to endow a chair at the University of Wisconsin in Madison to be known as the Carl Schurz Professorship and to be filled annually by a distinguished professor from Germany, who would give lectures not only at the university, but also throughout the state. In spring 1911 Winkler informed the the university’s regents that \$30,000 was available for the Schurz Memorial Professorship. Dr. Eugen Kuehnemann from the University of Breslau was chosen to be the first holder of the chair (1912–13). In addition to giving courses at the university on Goethe’s *Faust*, Schiller, and modern German drama, Kuehnemann lectured in Milwaukee and other cities in the state that contributed to the professorship.¹⁰ Currently there are sufficient funds in the Schurz endowment to invite a professor from Germany for one semester every other year. 🇺🇸

William E. Petig recently retired from Stanford University, where he taught German for more than four decades.

NOTES

This is an abbreviated version of a presentation delivered at the 42nd Symposium of the Society for German-American Studies, Indianapolis, IN, 20–22 April 2018.

¹ Chester Verne Easum, *The Americanization of Carl Schurz* (Chicago: University of Chicago Press, 1929), 200–06.

² *Chicago Press and Tribune*, July 20, 1858, quoted in Easum, 204–05.

³ Letter to Friedrich Althaus of November 5, 1858, in Frederic Bancroft, ed., *Speeches, Correspondence and Political Papers of Carl Schurz*, 6 vols. (New York: G.P. Putnam’s Sons, 1913), 1:36–38.

⁴ Easum, 207.

⁵ *Wisconsin State Journal*, Vol. VII (July 27, 1859), p. 1.

⁶ *ibid.*

⁷ *ibid.* Italics in the original.

⁸ Claude M. Fuess, *Carl Schurz: Reformer* (New York: Dodd, Mead & company, 1932), 379–80.

⁹ Carl Schurz, Commencement Address at the University of Wisconsin, Madison, June 22, 1905. Handwritten and typed versions of the address are located in the Library of Congress, Washington, D.C.

¹⁰ Ernst Voss, “Perpetuating the Spirit of Carl Schurz,” *La Follette’s Weekly Magazine*, Vol. 4, No. 49 (December 7, 1912), 7–8.

Should You Change Your German Name?

JoAnn Tiedemann

Aber der Name ist doch ganz Deutsch! [But your name is completely German!]

On my travels to German-speaking countries, I often receive this response when I introduce myself. And it is true, none of my immigrant ancestors (all Germans who had no connections to each other and came in the 1830s–1860s) intentionally changed their surnames, or even the spellings, as they became residents of the United States. Thus, while in America I often find myself spelling Tiedemann so others get it correct, people in German-speaking countries know my name as soon as I say it.

Recently, while working at the MKI Library with two different editions of Ahn's [New] American Interpreter (*Ahn's amerikanischer Dolmetscher für Deutsche*, 1911, and *Ahn's neuer amerikanischer Dolmetscher für Deutsche*, 1923, published in New York by E. Steiger & Co.), I came across an interesting commentary on the spelling of German surnames.

Both books claim to be for learning English without a teacher,¹ and both include instruction in the pronunciation of English (for a German speaker's sensibility²) and a grammar summary, as well as easy examples of usage, conversations, word lists, classified ads and newspaper articles, written communication, etc.

Each book concludes with a section titled *Verschiedenes*, or Miscellany, which contains short essays (ca. five

paragraphs) on *Das amerikanische Bürgerrecht* (naturalization and citizenship), *Das Heimstätten-Gesetz* (the Homestead Act), and *Persönliche Rechte* (individual rights). The last is longer in the 1911 edition as it includes additional information about the government.

The 1911 volume (either a reprinting or a second edition, as it also notes an 1883 copyright, which MKI does not own) concludes its Miscellany section and the book as a whole with an essay entitled *Veränderung und Amerikanisierung* [sic] *des Namens*, or Changing and Americanizing your Name!

This small selection opens with the complaint that it seems many Germans are indifferent to—if not actually proud of—converting their last names to English ones. It decries this as evidence of a lack of self-confidence in being German, and warns of ensuing difficulties and disadvantages concerning inheritance, property ownership, deeds of sale, etc. (To say nothing of the challenges it would bring later to genealogists!) It quotes from a newspaper article that lists such “offenses” as Jäger becoming Hunter, Österreich being shortened to Ostrich, and Hau being re-spelled as the English Howe. It wails, “How will this Babylonian language confusion end?”

The passage insists that immigrants cannot be advised strongly enough to leave their names unchanged and/or to keep them as they were entered

into the church or civil registries in their homeland—*dieselben wenigstens niemals anders zu schreiben oder schreiben zu lassen*—and to never write, or allow, [their names] to be written differently.

And why does this selection not appear in the 1923 edition? We have to assume that the American attitude during World War I toward Germany and German immigrants was responsible for the removal of this small example of Germanic pride. 🗡️

JoAnn Tiedemann is an MKI Friends member, German teacher and librarian, retired from career employment, and volunteering at the MKI Library.

NOTES

¹ Johann Franz Ahn (1796–1865) popularized a method of learning languages that was developed originally by J. H. P. Seidenstücker; it relies on translating short passages back and forth, while accumulating new vocabulary and grammar through practice and memorization. Many books written in the 19th century to teach languages claim to adhere to Ahn's Method.

² For instance, “idea” (German *Idee*) is shown phonetically as (eidihä).

Annual Meeting 2018 in Hamburg and Berlin, Wisconsin

Antje Petty

The last snow had just melted and the sun was shining when over 120 Friends of the Max Kade Institute gathered on May 5th in rural Marathon County, Wisconsin, for our annual meeting.

We started with a fascinating tour of the historic Fromm Brothers Fur and Ginseng Farm in the Town of Hamburg. Today few people outside of the immediate area remember the farm, but in the mid-twentieth century “Fromm Brothers” was a name recognized around the nation and the world. In the Winter 2017–2018 issue of the Friends Newsletter, DuWayne Zamzow described the history of this unique business, and now we had a chance to learn about it up close. Bryan Nieman, a fifth-generation member of the founding Fromm-Nieman family, gave an hour-long presentation on the history of his family, their business, and the site itself. The property was reacquired by Bryan’s father Tom two

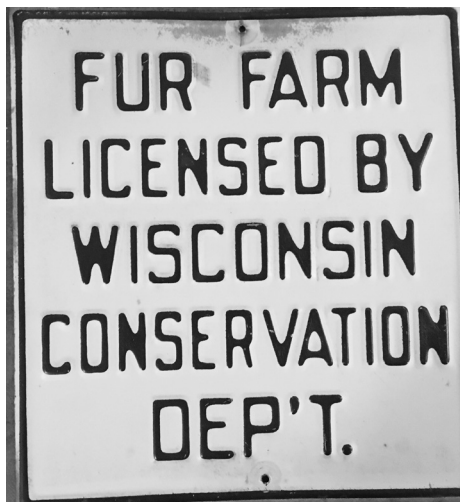


Tour group on the grounds of the Fromm Brothers Fur and Ginseng Farm

years ago, and the Fromm Brothers Historical Preservation Society was established to preserve and restore buildings and artifacts and to create a place of historical interest.

Members of the Society guided our groups around the property. We saw the boarding house with its big kitchen, where workers stayed during the week; the giant warehouse; the farm that provided all food for the operation; the auction hall; the clubhouse with its bowling alley, where buyers from around the country were wined and dined and entertained; and much more. The experience was extra-special because our guides all had personal connections to the farm. They themselves,

Continued on page 10



Bryan Nieman speaking



Lorraine Kleinschmidt at exhibit inside the boarding house



Fox pups, 1930s



Inside the lodge



Tour group outside the lodge



DuWayne Zamzow, Kevin Kurdylo, Don Zamzow, and Mark Loudon in the lodge



Jane and Emil Braatz, from the Pommerscher Verein Central Wisconsin



Earl Woller telling stories in the warehouse

Continued from page 8

their parents, or other relatives had worked there at one point or another, and they had many stories to share. We heard what it was like to feed foxes in the forest by dispensing meat from a horse-drawn cart; to secure the fenced-in parameter (keeping foxes in and thieves out); to weed ginseng plots and process ginseng roots; and to cook daily meals for dozens of workers. It soon became clear that Fromm Brothers had been a lifeline for many local families in hard economic times, especially during the Great Depression. Thanks to the counter seasonality of the ginseng and fur operations, Fromm Brothers offered jobs all year long. In addition, within the company itself, a bad year



Exterior shot of the boarding house



Musical accompaniment during social time!



Gathered for the big feast!

in the fur trade, for example, was often balanced by a better year in the ginseng business, or vice versa. Thus Fromm Brothers created a measure of economic stability for Hamburg and surrounding communities.

After our visit to the Fur and Ginseng Farm, we headed four miles down the road to Berlin, Wisconsin. Berlin is in the heart of an area settled by immigrants from Pomerania in the second half of the nineteenth century. A granite monument, erected by the Pommerscher Verein Central Wisconsin in 2012, attests to the rich Pomeranian history in this part of Wisconsin. And the Verein made all the arrangements for our annual meeting at the Berlin Center. We visited the Verein's library on the premises, saw a weaving demonstration, and enjoyed accordion music and Bull Falls Brewery Beer.

At the subsequent business meeting, four new Board members were elected for the 2018–2019 term: William Thiel and Don Zamzow will start a second three-year term, and Luanne von Schneidemesser and William E. Petig will begin their first terms. Luanne von Schneidemesser had been on the Board before, from 2011–2017. To find out more about Bill Petig, see page 12.

At a brief Board meeting after the annual meeting, the following officers were elected: John Pustejovsky (President), William Thiel (Vice President), Todd Michalek (Secretary), Luanne von Schneidemesser (Treasurer), and Steven Geiger (Executive Committee member at large).

After a German-style dinner catered by the 2510 Restaurant in Wausau, we concluded our day with

a fascinating lecture by William Thiel on “Why They Left: Transitions from Rural Germany to the Midwest in the 19th Century.” Basing his examples on his own family research in the Dithmarschen, Schleswig-Holstein, region, Bill explored changes in land ownership, communal and social structures that took place over centuries. He concluded that such transformations in the first half of the nineteenth century can be directly linked to a spike in emigration from the area to America by mid-century.

This wonderful and day-long event would not have happened without our many friends in Marathon County. We thank Don Zamzow for suggesting the itinerary, and we say a heartfelt “thank you” to the many volunteers from the Pommerscher Verein who helped organize the program, arranged and decorated the venue, helped during the event, and did so much more to make everybody feel welcome. We are also grateful to the many members



William Thiel speaking

of the Fromm Brothers Historical Preservation Society who greeted us, conducted tours, displayed artifacts, and taught us about this unique piece of Wisconsin (German-American) history. Thank you all! We will be back! 🇺🇸



A good time was had by all!

William E. Petig, New Member of the Friends Board of Directors

Antje Petty

We are delighted to introduce our longtime Friend William E. Petig as the newest member of the Board of Directors.

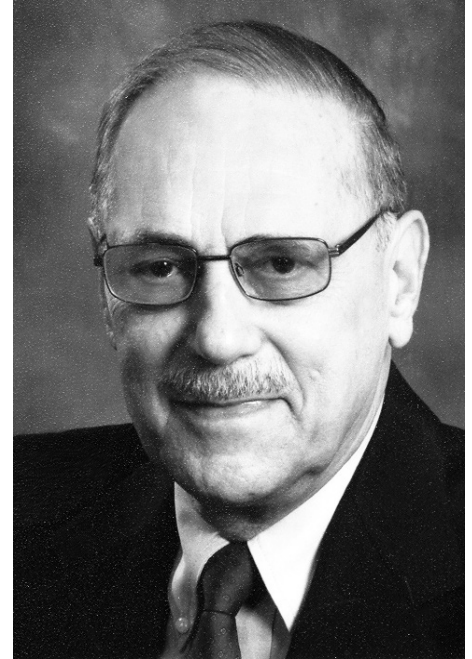
After teaching for over four decades at Stanford University in the Department of German Studies, Bill recently retired and moved back to the family farm near Watertown, Wisconsin. During his professional career, he left not only a mark at Stanford University, but on the teaching of German nationwide. Bill has given numerous presentations at conferences in the U.S. and abroad and has published in the area of 18th-century literature, German linguistics, and German-American studies. His most recent publications have dealt with Carl and Margarethe Schurz, who made their home in Watertown for eleven years after coming to America (see the lead article in this newsletter). In addition, Bill served as the past president of the Northern California Chapter of the American Association of Teachers of German, past editor of the *California German Teacher*, managing editor and book review editor of *Die Unterrichtspraxis*, and as the national treasurer of the American Association of Teachers of German.

At the family farm in Watertown, Bill is now back at the place where his interest in things German and German-American began. Bill grew up in a German-American household, where German was still spoken at home during his childhood. His father's family had come to Wisconsin

from Lippe-Detmold in 1862, and it was the standard German of this region that Bill learned from his grandparents and aunts. On his mother's side, Bill was exposed to the Pomeranian dialect as his mother's family originated from Stettin.

In Germany, the Petigs had belonged to the Reformed Church, but when they arrived in Watertown, the nearest (and at that time only) Protestant church was Ebenezer Moravian Church, established in 1853. The family joined the congregation, and their descendants are members to this day. Bill himself became interested in the history of the Moravian *Brüdergemeinde* and pietism in general, so much so, that he wrote his Ph.D. dissertation at Stanford University on anti-pietistic literature in the early eighteenth century. In 2003, on the occasion of the 150th anniversary of Watertown's Ebenezer Moravian Church, Bill led the church's historical research committee and wrote a pamphlet on the history of the church.

Bill credits the Max Kade Institute, or rather an initiative by the Institute's first Director, Jürgen Eichhoff, for developing in him a broader interest in nineteenth century German-American literature and history. In 1983, at the founding of the Max Kade Institute, Jürgen Eichhoff placed ads in numerous small-town publications in Wisconsin, asking readers to look in their closets and attics for German-language books published in America and donate them



to the newly established MKI Library. Many members of Bill's extended family answered the call, and because Bill was the German professor in the family, they sent him boxes of books to sort out. Bill was amazed what had been collected, including literature he had never seen before. One box was filled with books by Alfred Ira, the pen name for Albert Friedrich Wilhelm Grimm, a Lutheran pastor from Antigo, Wisconsin, who wrote humorous stories about the life of Pomeranian settlers in the Wisconsin *Zuckerbusch*. Bill, intrigued, began to research Alfred Ira and became the first person to rediscover the author and publish about Ira's work.

Now the Friends of the Max Kade Institute look forward to Bill sharing his extensive experience and knowledge as a member of the Board of Directors. Welcome, Bill! 🍷

The Meaning of the Name “Nachtrieb”

Zita Ballinger Fletcher

A mystery that has befuddled generations of a German family has finally been solved. I was born with the surname Nachtrieb and, like others, did not know its meaning. After extensive research and travel throughout Germany, I have the answer!

Nachtrieb is one of the rarest of German surnames, with only some 138 people currently listed in Germany bearing the name, mostly in the Rems-Murr-Kreis area, known as the heartland of Germany’s Swabian region in the state of Baden-Württemberg.

This geographic isolation is due to the name Nachtrieb being of exclusively Swabian German origin. The name first appeared in the 1700s, and its meaning was recorded by Joachim Heinrich Campe, a renowned linguist, novelist, and pioneer of German language research who authored 114 publications.¹

The name is an occupational surname originating in a dialect form of “nach (ge)trieben,” the past participle of the separable verb “nach treiben,” meaning “to drive after” or “to herd” farm animals and sheep. Campe lists a colloquial equivalent to Nachtrieb as being, “Das Nachtreiben,” meaning “the herding,” and gives the phrase “to herd horses” (die Pferde nachtreiben) as an example.²

Swabia at that time was, like most of southern Germany, overwhelmingly agricultural. Due to the family’s humble origins, there is no crest associated with the name Nachtrieb.

The first Nachtrieb family members were farmers who moved to America during turbulent times, when their Swabian home region was embroiled in a civil uprising beginning in 1848 and ending in 1851. The unrest was fueled by social problems and economic challenges.³

My ancestor, Gottlob Nachtrieb, left for America in 1849. Like his brothers who joined him in America, Gottlob was a deeply religious man who served as a Lutheran minister. He lived at different points in Ohio, Indiana, and Kentucky.⁴

Gottlob Nachtrieb married twice. His first wife, Barbara Schniepp, died in America, leaving him with several children. One of them was John Jacob Nachtrieb, who moved to California from Ohio and started a leather tanning business. John Jacob married Irish-American musician Annie Day, and they had several children. Among them was my great-grandfather Harold Pasmore Nachtrieb and my aunt Barbara Grace Nachtrieb (Armstrong), who became America’s first female law professor and the architect of the Social Security Act. Named after her Swabian grandmother Barbara Schniepp, she dedicated her life to helping impoverished workers and the needy. She is the most famous person in U.S. history with the last name Nachtrieb. 🍷

Zita Ballinger Fletcher is a journalist, sociologist, and author in Washington, D.C.



Barbara Nachtrieb Armstrong, 1890–1976

NOTES

¹ Deutsche National Bibliothek. Digital Entry: <http://d-nb.info/gnd/118518658>

² *Wörterbuch der deutschen Sprache*. (1809) Joachim Heinrich Campe, p. 433.

³ *Landesgeschichten: Der deutsche Südwesten von 1790 bis heute* (2002) Haus der Geschichte Baden-Württemberg.

⁴ Zita Ballinger Fletcher’s personal collection of Nachtrieb family papers.

Sauerkraut By Any Other Name

Mark Loudon

*"The time has come, the Walrus said,
/ To speak of things we flout— / Of
Kaisers, frankfurters, and sich, /
Including sauerkraut."*

Thus began an article from the Associated Press that appeared in newspapers across the U.S. on April 25 and 26, 1918, which reported on an appeal by manufacturers of sauerkraut in New York City to the local Federal Food Board "to do something, anything, everything in its Hooverian power to prevent the popular wrath against the Kaiser, Kultur and Kabbage from driving sauerkraut off the American dinner table." The manufacturers were alarmed that the demand for German-style pickled cabbage in the city had dropped precipitously after America's entry into World War I the previous year. "The price of sauerkraut didn't start coming down until folks became so mad at the Kaiser and everything German that they simply wouldn't eat the blamed stuff. Now, the manufacturers say they are losing money selling it at \$13 and \$14 a barrel, and there are signs they are going to lose still more unless the Food Administration helps them," AP reported.

To address this problem, the New York sauerkraut manufacturers proposed renaming their product "liberty cabbage," following the model of health officials at Camp Dix, NJ, who earlier that year moved to redesignate "German measles" "liberty measles."

While the term "liberty measles" did not exactly go, um, viral, "liberty cabbage" was just one of several suggestions made in 1918 to purge American speech of German influences. Other recommended substitutions included "liberty pup (or hound)" for "dachshund", "liberty steak (or sandwich)" for "hamburger", and "liberty sausage" for "frankfurter." The use of the descriptor "liberty" to evoke American patriotism in product names goes back apparently to 1773. In the wake of the Boston Tea Party, colonists focused on using indigenous ingredients to produce "liberty teas," a term that is in fact still used today to describe distinctively American blends.

The linguistic process by which a word or expression is invented to substitute for another word or expression was first described by a German philologist, Werner Betz (1912–1980), who dubbed it *Lehn-schöpfung* 'loan creation.' Loan creations typically occur when speakers of a given language seek to avoid borrowing a foreign term by coming up with an alternative using native linguistic elements. Linguistic chauvinism is usually behind loan creations.

At the same time that some Americans were pushing for the use of "liberty" expressions, Germans were encouraged to "Germanize" their speech by avoiding words derived from the languages of their adversaries, especially French and English. To that end, *Verdeutschungsbücher* 'Ger-

SAUERKRAUT IS BACK IN FAVOR

"LIBERTY CABBAGE" has disappeared from Madison markets but sauerkraut is enjoying increased popularity at the present time, according to various local grocers.

If you go into a grocery store and ask for "liberty cabbage" the chances are that you will be suspected of being an escaped lunatic. One inquirer met with a blank stare and a counter-question of "What is that?" when he asked the salesman for this article.

"Oh, he means sauerkraut," explained another clerk, and added, "We haven't had anybody ask for it by that name since the war."

There is a brisk demand for sauerkraut at this season of the year but all agreed that no one had asked for liberty cabbage for at least two years.

manization books' consisting of recommended substitutions for foreignisms were widely circulated. In one, *Dem Deutschen sei seine Sprache heilig!* (To the German may his language be holy!), the first edition of which had been published already in 1888, it was recommended that Germans say *Fischspieß* "fish pike" instead of *Harpune* and *Rinderhirt* "cattle shepherd" for *Cowboy*. Instead of *bravo!* they were urged to shout *gut!* 'good', *lobenswert!* 'praiseworthy', *trefflich!* 'splendid', or *wacker!* 'valiant'.

Occasional attempts to root out "foreign" elements in American English have largely been futile, probably because English vocabulary is already overrun with words derived from

non-Germanic languages, especially French, Latin, and Greek. Yet that did not deter the composer Percy Grainger (1882–1961), who immigrated to America from England in 1914, from insisting on “room-music” instead of “chamber music”, “dish-ups” instead of “arrangements”, and, my personal favorite, “louden lots”, which was *molto crescendo* in Graingerese. Needless to say, Grainger’s usages never caught on. Similarly, the move in 2003 by the congressmen Bob Ney (R-Ohio) and Walter B. Jones (R-North Carolina) to rename “french fries” “freedom fries” and “French toast” “freedom toast” was not met with a loudening of support.

A search of U.S. newspapers shows that the use of “liberty” expressions

was, not surprisingly, very shortlived. On April 9, 1921, the (Washington, D.C.) *Evening Star* printed the following short poem titled “Something in a Name”: “The fighting is over. We’re striving at last / To banish from thought certain griefs that are past; / For liberty cabbage is now ladled out / And eaten with pleasure as plain ‘sauerkraut.’” The following year, on January 29, 1922, the *Wisconsin State*

Journal (see image, previous page) boldly proclaimed that “Sauerkraut Is Back In Favor,” as it remains today. 

MEMBERSHIP / RENEWAL

Board of Directors, Friends of the Max Kade Institute

Joshua Brown *Eau Claire*
Karen Fowdy *Monroe*
Steven Geiger *Wausau*
Kay Gruling *Wausau*
Mark Louden *ex officio, Sun Prairie*
Fran Luebke *Brookfield*
Todd Michalek *Secretary, South Milwaukee*
William Petig *Watertown*
Antje Petty *ex officio, Fitchburg*
John Pustejovsky *President, Whitefish Bay*
Bill Thiel *Vice President, Eau Claire*
Luanne von Schneidmesser *Treasurer, Madison*
Don Zamzow *Schofield*

Join the Friends of the Max Kade Institute for German-American Studies

Name _____
 Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____

☐ I am a new member ☐ I am a renewing member ☐ Check here to indicate address change

- | | |
|--|---|
| ☐ Student—\$15 | ☐ Supporter—\$100 |
| ☐ Individual—\$30 | ☐ Patron—\$250 |
| ☐ K-12 Educator—\$30 | ☐ Lifetime, Individual—\$1,000 |
| ☐ Family (one address)—\$50 | ☐ Lifetime, Family—\$1,500 |

Please make checks payable to the *Friends of the Max Kade Institute*, 432 East Campus Mall, Madison, WI 53706–1407.
 Or pay your membership online at <http://mkifriends.org/membership/>

- *Friends of the Max Kade Institute* is a non-profit, tax-exempt 501(c)(3) organization that supports the research, outreach, educational, and publishing activities of the Max Kade Institute for German-American Studies.
- Membership covers the calendar year (January–December). Payments received after November 1 of the current year will be credited for the full succeeding year.

Friends of the Max Kade Institute
for German-American Studies
University of Wisconsin–Madison
432 East Campus Mall
Madison, WI 53706–1407

Non-Profit Organization
US Postage
PAID
Madison, WI
Permit No. 658

The Newsletter of the Friends of the Max Kade Institute for German-American Studies is published three times a year at the University of Wisconsin–Madison. Submissions are invited and should be sent to:

Kevin Kurdylo
Friends of the Max Kade Institute for German-American Studies
432 East Campus Mall, UW–Madison, Madison, WI 53706–1407
Phone: (608) 262–7546
mki@library.wisc.edu

mki.wisc.edu