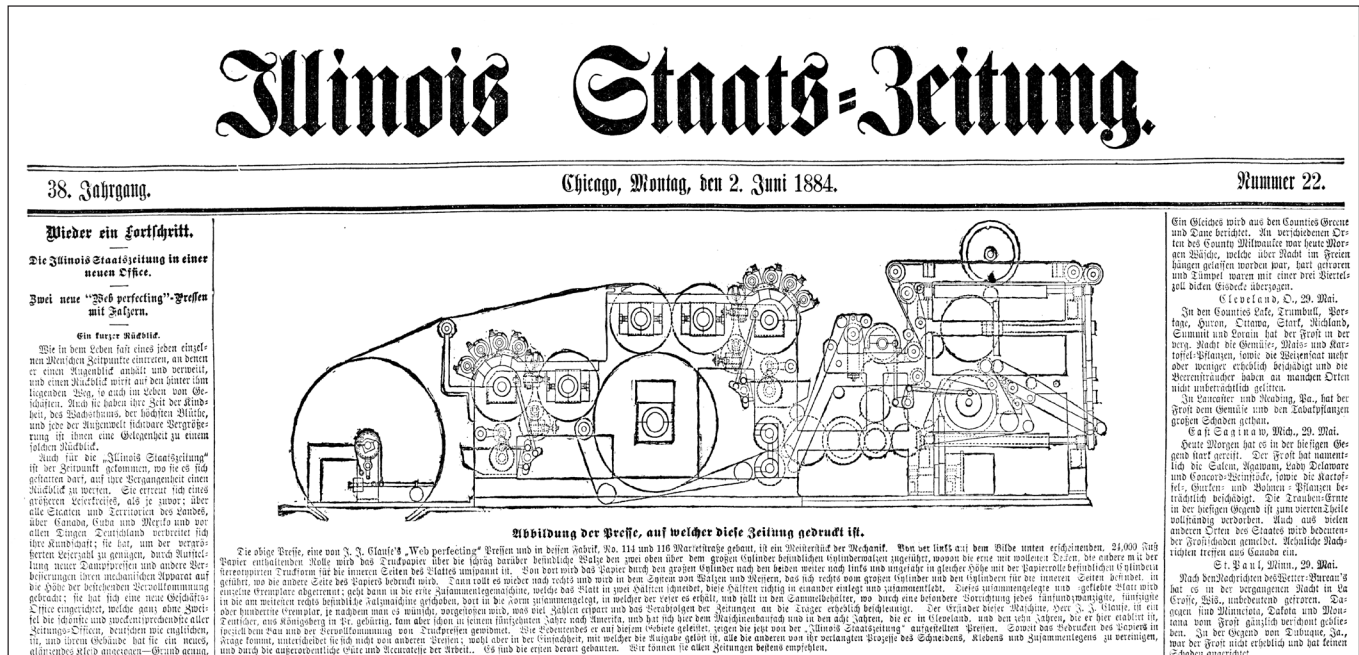


MAX KADE INSTITUTE FRIENDS NEWSLETTER

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From Rags to Archives' Riches: Historic Newspaper Resources

Randi Ramsden



Illinois Staats-Zeitung for June 2, 1884, with an image of the press on which the newspaper was printed

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Although they were often just referred to as rags because of the paper they were printed on, few historic documents grant comprehensive insight into the life and values of a community as newspapers do. They are a wellspring of information from then-current events through the lens of a community to entertainment for literate community members provided in the form of printed music, serialized novels, poetry, and humorous columns. While the majority of newspapers in the United States were printed in English, many German-reading communities

established their own to cater specifically to the interests of immigrants and help new arrivals understand the New World. In Wisconsin alone, over 200 publications were printed in German, adding a significant number to the growing German-language press across the country. Today, these newspapers allow us to learn more about the everyday life of German-speaking immigrants.

The majority of the newspapers remain on microfilm in libraries scattered around the nation, but a growing number are being digitized and made available online. One of

the many databases housing these digitized collections is *Chronicling America* [https://chroniclingamerica.loc.gov/], a freely accessible historic newspaper resource hosted by the Library of Congress and funded through the National Endowment for the Humanities. The curated content is contributed by state partners and has been continuously growing since 2005. Currently, the German-language newspapers available in *Chronicling America* cover a timespan from 1834 (*Der Vaterfreund* from Canton, Ohio) to 1954 (*Siebenbürgerisch-Amerikanisches Volksblatt* from Cleveland, Ohio) and include 86 titles from 20 different states. Some titles are exclusively in the German language, while others include content in both German and English. The website also hosts the US Newspaper Directory, a list of all newspapers collected and cataloged in the country, which can be filtered by language and provides a good overview of the country's newspaper landscape. It lists over 2,500 German-language titles. Digitized titles can be found under "All Digitized Papers 1777–1963," although they only constitute the tip of the newspaper iceberg.

Thanks to the use of Optical Character Recognition software during the digitization process, the digital newspapers are keyword-searchable and the "Advanced Search" tab in *Chronicling America* offers options to search for keywords, phrases, and words in proximity to one another. However, the accuracy of OCR is never 100 percent and, depending on the intended research topic, it can be beneficial to dive deeper and browse the issues of a particular

Der Deutsche Correspondent.			
30. Jahrgang.		Baltimore, Md., Freitag, den 2. Januar 1874.	
		Nr. 1.	
Näheres über den brutalen Mord in Philadelphia. Ueber die Ermordung des deutschen Bäckers Gottfried Kühnle durch seinen Gehilfen Fritz Heidenblut, entwichen wir den Philadelphiaer Blättern nach folgender Zusammenfassung: In der Dinstags Nacht, kurz nach 11 Uhr, wurde Heidenblut von seinem Meister gerufen und Beide begaben sich dann nach der Bäckerei an die Arbeit. Heidenblut gibt an, daß Kühnle ihn fester angefaßt und barock behandelt habe. Dies habe er nicht ertragen können und habe dann, als Herr Kühnle sich über den Backofen bog und arbeitete, ihm von hinten in den Kopf geschossen und als er zu Boden gefallen sei, ihm mit der Schaufel noch einen Schlag auf den Kopf verleiht. Dies passierte kurz nach 1 Uhr Morgens. Nachdem er sich übergeben hatte, daß Kühnle lobt war, ging Heidenblut nach dem vorderen Zimmer des zweiten Stockwerkes, wo Herr Kühnle mit ihren Kindern schlief und sich sofort über die Frau her, die er zu erlösen verurteilt. Die Frau, welche bisher sich nicht schickte, sagte sich nach Heidenblut zur Wehre und es entstand dann zwischen ihr und dem Mörder ein entsetzliches Ringen, während dessen sie ihm das Gesicht zertrugte. Heidenblut sah ihr dabei einen Zerst der rechten Oberen und einen Theil des linken Fingers der rechten Hand ab, ehe sie ausgerufen in die linke Hand und vergießt die Schokolade und Hände auf furchterliche Weise, dann brang er auf, daß die Frau aus dem Bette, worauf sie zu Boden, fiel, sie auf den Fuß und ließ sie zu erliegen, rief ihr den Mund auf, wobei er sie an den Lippen schwer verletzte und verließ, ihr einen Strampf in den Mund zu legen. Die Frau wurde die Schokolade des Blutverlustes ohnmächtig und glaubte Heidenblut dann, daß sie tot sei. Kurzzeitig trat er an die Kommode, welche in demselben Zimmer stand, und entnahm einem Portemonnaie \$55 (zwei \$20-Noten, eine \$10-Note und eine \$5-Note). Er begab sich dann nach seinem Zimmer im dritten Stock, zog die blutige Weste aus und das Band aus, die er unter das Bett warf, legte seine besseren Kleider an, nahm einen kleinen Handkoffer, den er bereit, mit sich und verließ obenan den Schanaplan seiner blutigen That.	Als der Mörder nach seinem Zimmer ging, um seine Kleider zu wechseln, kam die Frau zu ihm, folgte ihm und schloß sich ein, worauf sie sich in den hinteren Theil des Hauses schickte und, vom Blutverlust erschöpft, auf ein Bett legte, wo sie wieder ohnmächtig wurde. Frau Kühnle kam bald wieder zu sich und alarmirte die Wirthin, welche sofort die Polizei in Kenntnis setzte. Kopf, Brust und Gehirnpolypen wurden gewaschen und die Leiche wurde sofort an die Aufschlingung des Verordnungs. Frau Kühnle konnte eine genaue Beschreibung des Mörders geben, namentlich, daß ihm der linke Finger der linken Hand fehle, daß er einen plumpen, wogenden Gang habe und nur Deutsch sprechen könne, und dieses Signalen wurde nach allen Stationen telegraphisch. Sofort wurden alle Führer, alle Wachenstationen etc. genau benachrichtigt und Polizeibeamten wurden in alle Theile und Koffhäuser geschickt, um auf den Verbrecher zu fahnden. Wie der Vater an dem Mörder Proß der folgende Daumen zum Verdrüß wurde, so sollte Heidenblut ebenfalls durch den fehlenden linken Finger entdeckt werden. Heidenblut wurde etwa um 3 Uhr Morgens von einem Polizisten auf der Straße getroffen und da er einen Handkoffer trug, als verdächtig angefaßt. Er konnte dem Polizisten keine Auskunft in englischer Sprache geben, weshalb ihn dieser für einen Irren erst mit dem sehr eingetragenen „Baker“ hielt. Auf die Frage, ob er ein Wochenausier zu haben wüßte, antwortete Heidenblut bejahend und wurde deshalb von dem Beamten nach Heidenblut's Wohnung an der Hünthens- und Wino-Straße geführt, wo ihm nach längerem Klopfen geöffnet und Aufnahme gemacht wurde. Als dann das Signalen des Mörders in den verschiedenen Stationen bekannt gemacht wurde, meßte der Polizist, daß er einen Mann, dessen Heuereis auf diese Weise beschaffen, in Heidenblut's Hause untergebracht habe. Morgens um 8 Uhr trat dann die Wachen Dohmer und Handley vom 7. Polizeibereich in die Wache und dort lagen sie den Gefangenen, den sie sofort arretirten und	nach dem Stationenlauf an der St. John's-ebensals Stationenbrücke, und dann nach der Centralstation brachten. Der Mörder hatte die gestohlenen 55 Dollars und ein einfaches Tergel, das kürzlich erst abgedruckt war, sowie Bierbier, Butter und Gutmuthigen bei sich und in seinem Handkoffer fand man einige Kleiderstücke, darunter eine blutige Weste. Sein Gesicht zeigt die Spuren der Fingerringe der Frau Kühnle. Die Wirthin hat er offenbar selbst mit dem Meißel geschmitten und wurden drei solcher Stücke in der Wunde gefunden, welche er dem Herrn Kühnle am Hinterkopfe beibrachte hatte. Er gesteht ein, daß er die That begangen hat und verlangt nur nach einem Richter. Die Wirthin nehmen sich der schwer geprüften Frau und der armen Kinder nach Kräften an. Um 4 Uhr Nachmittags wurde in dem Schanle'schen Hause die Coroner's-Untersuchung abgehalten. Heidenblut ist 23 Jahre alt und aus Weiden nahe Heiligenstadt auf dem preussischen Lande gebürtig, ein Kaufmannssohn von Profession, und trat erst vor etwa 3 Monaten in Gesellschaft eines Freundes, Namens Jakob Kuhns, per Dampfer „Athen“ in New-York ein. Er ist 5 Fuß 4 Zoll groß, breit, schlank, aber kräftig, so kräftig wie ein Mann in Gesellschaft eines Freundes, Namens Jakob Kuhns, per Dampfer „Athen“ in New-York ein. Er ist 5 Fuß 4 Zoll groß, breit, schlank, aber kräftig, so kräftig wie ein Mann in Gesellschaft eines Freundes, Namens Jakob Kuhns, per Dampfer „Athen“ in New-York ein. Heidenblut ist 23 Jahre alt und aus Weiden nahe Heiligenstadt auf dem preussischen Lande gebürtig, ein Kaufmannssohn von Profession, und trat erst vor etwa 3 Monaten in Gesellschaft eines Freundes, Namens Jakob Kuhns, per Dampfer „Athen“ in New-York ein. Er ist 5 Fuß 4 Zoll groß, breit, schlank, aber kräftig, so kräftig wie ein Mann in Gesellschaft eines Freundes, Namens Jakob Kuhns, per Dampfer „Athen“ in New-York ein.	jüngerer Junge gewesen, so daß sie sich diese That gar nicht erklären können. Der Mörder hat über seinen Geburtsort Angaben gegenüber anberathen gemacht. Er hat behauptet, daß er in Linden bei Hannover geboren sei und dort sei, sein Vater eine sehr gangbare Tischler-Worken in und in guten Verhältnissen leben. Er wurde von mehreren Jahren, während er in einer Tischlerfabrik in Hannover arbeitete, mit einem Wagner aus Wittenberg, Namens Jakob Kuhns, bekannt und bald waren die beiden ungetrennliche Freunde. Als Kuhns sich entschloß, nach Amerika auszuwandern, forderte er den Freund auf, mit ihm zu reisen und hat auch die Reisekosten für Heidenblut bestritten. Dieser fand hier bei Herrn Kühnle Arbeit und sein Freund reiste dann zu einem Verwandten in Kentucky, wo es auch mehrere Briefe an seine hiesigen Bekannten schrieb, und den Heidenblut aufsuchte, dort hin zu kommen. Am Sonntag Abend um 8 Uhr kehrte er sich nach von dem Herrn Schuler und Frau, an der Beichte und Kreuzkronen, die Abschied seines Freundes Kuhns. Die Ermordung des Herrn Kühnle hat viele Aufmerksamkeit mit der Wirthin'schen Blätter, welcher bekanntlich die ganze Zeitung'sche Familie umbrachte. Beide waren Deutsche, beide lebten ihr Leben lang um des Geldes willen; beide lebten nach der That in der Stadt aus wurden dann arretirt; beide gefangen ihr Verbrechen ein; beide wurden darauf erkannt, daß ihnen ein Finger fehle und beide verurtheilt bei ihrer entsetzlichen Thatstat einen eigentümlichen Charakterzug, den man viele zu finden nennen könnte. Als Proß gefragt wurde, warum er das 55-Moment nicht nach der Frau Derring erkläre habe, erklärte er, daß sei aus Mitleiden gewesen, damit der arme Mann nicht elend des Hungertodes sterben müßte. Heidenblut hat, nachdem er die Wirthin beinahe umgebracht, deren Sängling sorgfältig ausgedrückt, damit er nicht freie. Heidenblut ist vom Coroner dem Gefängnis überwiesen worden und benötigt im Gefängnis dieselbe Stelle, welche ein Proß nicht inne gehabt hatte.

An article from the front page of Baltimore's *Der Deutsche Correspondent* for January 2, 1874, providing details on the brutal murder of baker Gottfried Kühnle in Philadelphia on December 31, 1872, by his employee Frederick (Fritz) Heidenblut. Heidenblut was tried and convicted for the crime and hanged on January 20, 1875.

community newspaper. That way it is easier to gain an understanding of town dynamics and discover local events, who was visiting whom, or people who were out of town. Most newspapers announced weddings, births, and deaths, which can be vital for genealogical research. They are also a treasure trove when it comes to analyzing the evolution of news cycles and the spread of information over time. The press offers a local angle to municipal, national, and international politics, and reflects a community's diversity of viewpoints through opinion pieces and letters to the editor. Advertisements showcase local businesses and market developments, and reprinted letters from afar let researchers trace transatlantic relationships. 📄

From Rags to Archives' Riches will be a recurring column featuring highlights from newspaper archives and ways in which German-American studies can benefit from these resources.

Greetings Friends and Readers!

Looking back on the 2021–22 academic year, we at MKI have much to be thankful for, not least of which is the opportunity to start offering in-person events again. The highlight of this past spring was our symposium, “Nineteenth-Century Echoes: German Settlers and Explorers in South America,” which was very successful. Yes, Zoom is a wonderful tool to enable connections, but there is no substitute for meeting and interacting in the same physical space.

Following “Nineteenth-Century Echoes” was the 46th Annual Symposium of the Society for German-American Studies in Iowa City, which Antje and I, together with University of Iowa German professor Glenn Ehrstine, organized. Like our recent Friends meeting in Port Washington and Grafton, this was the first time since 2019 that the SGAS symposium took place in person. The event, which is the premier scholarly forum for German-American studies, was another great opportunity for us to raise MKI’s profile. One tangible benefit of our experience in Iowa was connecting with the Amana Heritage Society, whose director, Jon Childers, has offered to facilitate the donation of Amana-related materials to our Library and Archive. Building ties to community groups like the Amana Heritage Society is rewarding and an important aspect of our outreach work.

For me, the high point of the symposium in Iowa was the presentation of the SGAS Outstanding Achievement Award to our own MKI Friend and Board Member, Karyl Rommelfanger.

Congratulations, Karyl!

While it is wonderful to finally sponsor in-person events again, we have been pleased with the success of our MKI Virtual Lecture Series, which has attracted hundreds of attendees from around the globe. We are excited to continue to sponsor these lectures in the future and post many of them on our YouTube channel.

As the photos on pages 8 and 9 attest, our MKI Friends Annual Meeting in Ozaukee County went very well. Hearty thanks to Antje and Kevin for their work in planning and preparing for the meeting and to Randi for coordinating things on site. It was nice to see so many good Friends in person.

At the meeting Friends President Kay Gruling announced a second matching-funds initiative by the Friends to finance the repair and conservation of rare materials in the MKI Library and Archive. I am very pleased to report that thanks to your generosity, we have already exceeded our goal! In future newsletters we will update you on some of the books and other materials we have been able to repair.

In other news related to the library, earlier this year we submitted a grant

proposal to the UW–Madison Office of the Vice Chancellor for Research and Graduate Education as part of their Library Collections Enhancement Initiative, which is also supported by the Wisconsin Alumni Research Foundation. In our proposal for the project “Growing the Collections of the MKI,” we requested \$5,000 to acquire North American publications and other materials in the German language. We recently received the welcome news that our project has been fully funded. Kevin has begun working on a wishlist of published-in-America books that are missing in our collection, focusing on underrepresented regions and publishers. He and Randi are now searching online vendors of used books against this list as well as looking for letters, diaries, and other important German-American ephemera that we might be able to acquire.

On behalf of all of us at MKI, thank you so much for your support in so many ways. We wish all of you an enjoyable summer!

With gratitude,
Mark

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The Germans of Landskron (Lanškroun): From Franconia to Bohemia and Bohemia to America

James Kleinschmidt and Edward Langer

In the mid-19th century several hundred German-speaking families from a small district in Bohemia settled in Waterloo, Wisconsin, and surrounding townships. Their home had been Landskron (Lanškroun), a roughly 125 square mile area located about 100 miles east of Prague, Czechia. At that time, the Landskron district included several dozen villages and estates, as well as four towns, of which Landskron with ca. 5,000 inhabitants was the largest. Three-quarters of the district's population was ethnic German, one quarter Czech. Those German speakers who left for Wisconsin were themselves descendants of an earlier group of migrants from Franconia who settled in the Landskron region in the 13th century.

There are five communities in Wisconsin with significant numbers of emigrants from the Landskron district. These include Waterloo (which was the initial settlement), Watertown, Marshall, and two communities in Pierce County: Cherma and Lost Creek. Four of the communities were ethnic German while Cherma was predominantly ethnic Czech. In 1900, they had the following population numbers:

Waterloo Township, 159
Watertown (Emmet Twp), 104
Village of Waterloo, 167
Medina Township, 221
River Falls Twp, Cherma, 230
El Paso Twp, Lost Creek, 185

DISTRICT OF LANŠKROUN c. 1837



Life in the Old Country

What kind of world had these settlers left behind? Prior to the settlement in the second half of the 13th century, the Landskron region was heavily forested with little or no permanent human occupation. The land was owned by the Kings of Bohemia (Přemysls), who wanted the land to be economically viable. For that they needed people. Between 1250 and 1300 CE and aided by the Bishop of Olomouc and a "locator" named Drnholec, the kingdom set out to recruit settlers from faraway Franconia. Having been promised the use of land in return for rent payments and labor, several dozen families traveled the 400 miles by wagons bringing their animals, household goods, and other supplies.

The settlers and their descendants were tied to the land, bound by contractual arrangements that in many cases limited their ability to move freely for centuries. Over time, the Landskron lands were ruled by different ecclesiastical and secular entities, but no matter who the owner was, the rural population had to pay rent and provide labor (*roboty*). The district economy was predominantly agricultural with weaving being a significant cottage industry. Farms were located in villages not as separated farmsteads. These grew a variety of food crops including wheat, barley, oats, rye, and flax for linen weaving. The farms were generally small (less than 50 acres) and needed to provide not only the crops and animals to support the family

but the required *robot*a payments as well. *Robot*a requirements continued to increase dramatically after the House of Liechtenstein acquired the lands in 1622. Bound to their villages, residents needed permission to marry and pursue a trade. While some reforms were instituted in the late 18th century, the *robot*a system was not totally eliminated until 1848. Legal emigration was also not possible until after 1848.

Unlike their relations in Franconia, the people of Landskron avoided the plagues and famines of the 14th century, but they were affected by other events and wars, such as the Thirty Years' War. Landskron was relatively unaffected until the later stages of the war when Swedish and Imperial troops both occupied the region (1640 to 1648). While there are no specific death tolls, it is likely that about a third of the district's population died in those years. The most common cause of death among civilians was disease. A major plague outbreak around 1680 further decimated the population of some of the villages.

Emigration from Landskron to America (1850-1914 CE)

As soon as the residents of Landskron area were allowed to emigrate,

many began to plan their journeys to America. There were six early ships (1851 to 1853) that brought settlers from Bohemia to the United States (see table below). The number of emigrants on these ships totaled more than 370 people and represented about 9 percent of the total legal emigration from Bohemia between 1851 and 1853. The impact, however, was much greater for some of the villages in the Landskron district where, in some cases, 20 per cent of the villagers emigrated. Passengers on the *Maria* and *Suwa* were poor ethnic Czech Protestants while those on the four ships to Wisconsin were predominantly poor ethnic German Catholics. The Texas settlers were led by Josef Ludimil Lešikar while the Wisconsin settlers were encouraged to settle there by the presence of a German-speaking Catholic Bishop: John Henni of the newly erected Diocese of Milwaukee who was of Swiss descent.

The unnamed ship debarking in Quebec, the *Jason*, and the *Johanna* formed the core of the Waterloo ethnic German settlement (the Island), and the emigrants from these ships were instrumental in the construction of the Island Church (St. Wenceslaus) in 1863. Other emigrants on

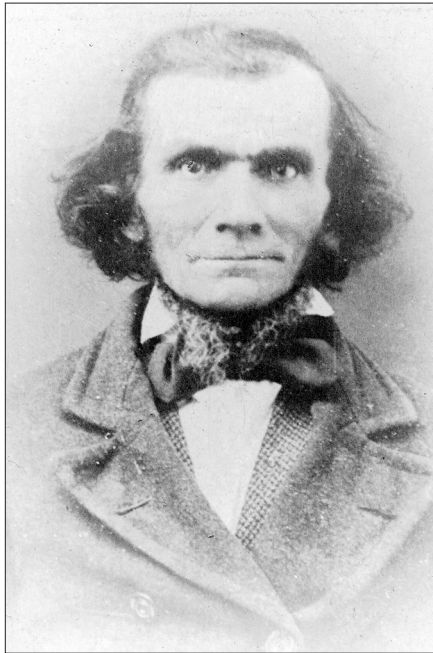


St. Wenceslaus Roman Catholic Church, also known as the Island Church, built on an island of high ground in the Blue Joint Marsh near Waterloo, Wisconsin

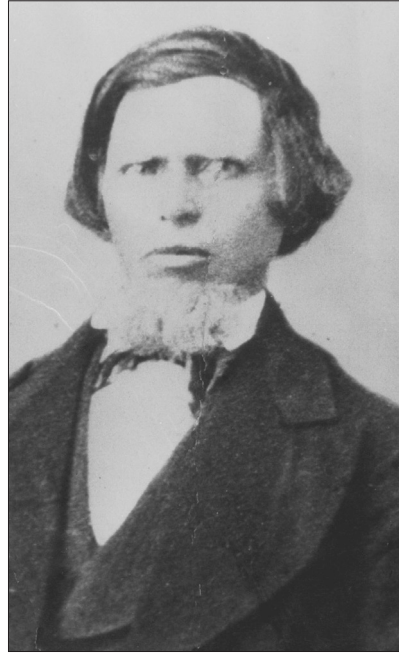
the *Johanna* settled in Kenosha where some of the first settlers in 1848 were from other communities near Landskron, especially the Litomyšl district.

The *Jason* passengers included John Klecker, his wife Josephine Wurst Klecker, and three daughters (Theresa, Josephine, and Clara). The passengers on the *Oldenburg* formed the core of the Watertown Sudeten Germans in Emmet Township. These emigrants included some larger farmers who sold their land in Landskron and were thus able to buy more expensive land north of Watertown, Wisconsin. One of the emigrants on this ship was Vincent Klecker (1831–1877) along with his

Ship	Emigrants	Date of Arrival	Point of Debarcation	Destination
<i>Maria</i>	71	1851	Galveston via New Orleans	Texas
?	?	1852	Quebec, Canada	Wisconsin
<i>Jason</i>	66	1852	New York	Wisconsin
<i>Johanna</i>	35	1853	New York	Wisconsin
<i>Oldenburg</i>	101	1853	New York	Wisconsin
<i>Suwa</i>	90	1853	Galveston	Texas



John Klecker (1816–1894), taken about 1884



Vincent Klecker (1831–1877)

Jim Kleinschmidt and Ed Langer are both descendants of Landskron emigrants: Jim on his mother's side, and Ed on his father's. Jim is also a descendant of John Klecker. They are distantly related through the Langer family. Ed and Jim have both visited the homes and villages of their ancestors in Landskron more than once. They have been longtime members of the Friends of the Max Kade Institute and are both former presidents of the organization.

future wife Theresa Meitner.

Emigration continued even during the early months of the First World War in 1914. Other communities in Wisconsin that included emigrants from the Landskron district were Marshall (4 miles west of Waterloo, Wisconsin), Amherst Junction near Stevens Point, and two communities in Pierce County (Lost Creek in El Paso Township and Cherma in River Falls Township). For the most part the emigrants settling in Pierce County were part of the second wave of emigration to Wisconsin that occurred after the Battle of Königgratz in 1866. Other US settlements of emigrants from the Landskron area are Owatonna, Minnesota; Casselton, North Dakota; and communities in South Dakota, Oregon, and Washington.

The Bohemian German heritage of these communities faded over time, especially during and after the First

World War. It continues to be maintained, however, by a small number of people including the descendants of the founders of the Island Church. They established the Island Church Foundation with the goal of preserving the St. Wenceslaus Church in Waterloo and its history.

Sudeten German Weekend (September 24 and 25, 2022)

If you would like to learn more about these German-speaking immigrants, attend the *Sudeten German Weekend* sponsored by the Island Church Foundation, September 24–25, 2022. Details may be found at the Foundation website: www.theislandchurch.org/home. This two-day event will have presentations on the emigrants and their descendants on September 24 and tours of the historical societies in Waterloo and Marshall as well as the Island Church itself on September 25. 🗺️

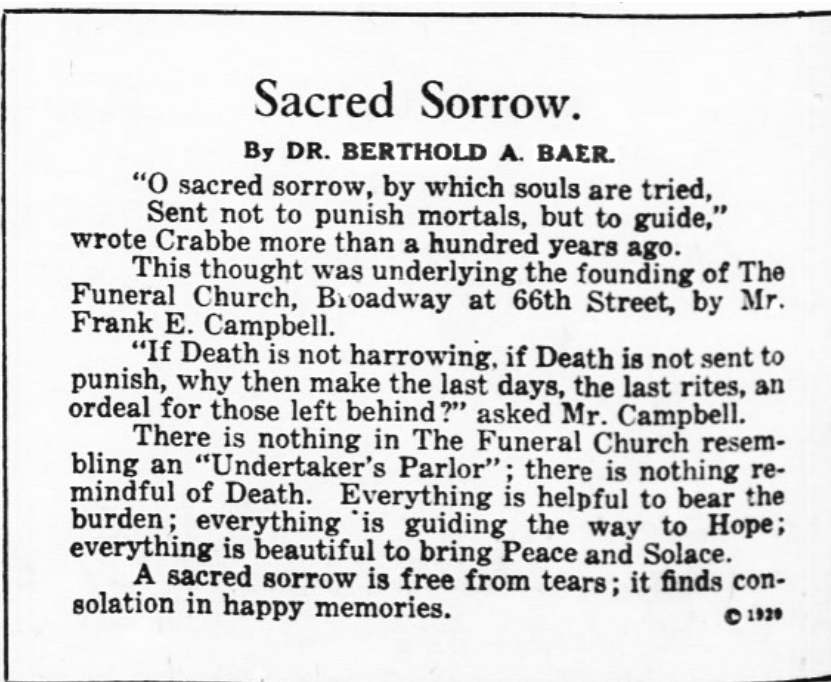
“I Write About the Beauty of Death So You May Enjoy More Beauty in Life”: Dr. Berthold A. Baer, 1857–1924

Kevin Kurdyla

A recent box of donations from the German Society of Pennsylvania's Joseph P. Horner Memorial Library contained their duplicate copy of *Wär nicht die Liebe* (Were It Not for Love), a book of poems written by Berthold A. Baer and published in both Berlin and Philadelphia by C. Sessler in 1905. Creating a catalog description for this item resulted in several intriguing research possibilities into the roles played by German-speaking immigrants in America's history.

First a brief look at the publisher. Charles Sessler (1854–1935) was born in Galgocz, Austria (now Hlohovec, Slovakia). He came to the United States in 1880, settling in Philadelphia, where he became one of the world's foremost dealers in rare books and manuscripts, specializing in the works of Charles Dickens. While Sessler printed many rare book lists, his name is associated with only a few monographic works, most in Hebrew, along with one Bible in German. Baer's book appears to be somewhat of a rarity in itself.

All of Berthold Baer's poems in this collection are in German, although his dedication to his wife is in English: “To my dear Leah.” Baer introduces his poems with a note that many of them were previously published in various magazines and journals, and a few of them have been set to music. His copyright statement indicates that “all rights, including those of musical composition, are expressly



New York Tribune May 5, 1920, p. 10

reserved. Inquiries in this regard should be directed to the author,” with his contact information given as Dr. Berthold A. Baer, 3042 Oxford Street, Philadelphia, PA., U. S. A.

The following page lists other works by Dr. Baer, with publication dates ranging from 1894 through 1905. These include several books of poetry, a play, humorous writings, and translations into German of two detective novels by Anna Katherine Green, one of the first writers of crime mysteries in America. Of the books of poetry, many are not to be found in any libraries in the United States, nor are they being offered for sale by used-book vendors.

In *Wär nicht die Liebe*, Baer arranges his poems into sections,

such as *Lieder des fahrenden Sängers* (songs of the traveling singer), *Spielmannsleben* (minstrel life), *Deutschland's Frauen* (Germany's women), *Dem Vaterland* (to the Fatherland), and *Vom sonnigen Westen Amerika's* (from America's sun-drenched west). It is in this section we find the poem, “Die letzte Karte” (the final card). This non-rhyming piece depicts, mainly in dialogue, a Wild West card game between Billy and Brigham, which ends when Brigham shoots the cheating Billy dead

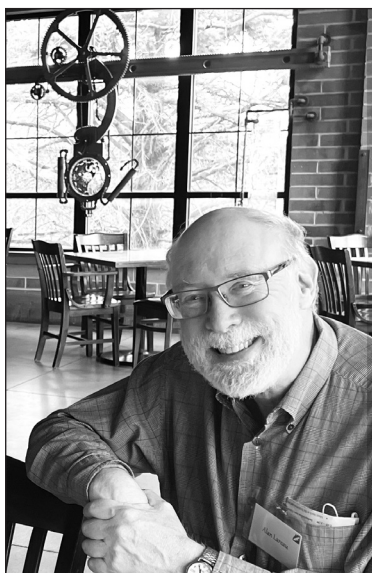
Then—a flash!—a bang!
The player
moves his hand to his heart
and falls lifeless from his chair.

Continued on page 10

Friends of the Max Kade Institute Annual Meeting 2022

It was a delight to hold the Friends' Annual Meeting in-person again after two years of online meetings only. On a beautiful May Sunday, our members enjoyed tours of the Port Washington Exploreum, Lighthouse, and Historical Society, as well as a leisurely stroll through town and along the marina. The business meeting was held at the Milwaukee Ale House in Grafton followed by a delicious dinner. Mark Loudon presented a lecture on "Luxembourgers in Wisconsin" which was very informative and well received.

The Friends elected three members to the Board of Directors: Dorothy Smaglick and Susan Marshall were elected to serve a second term, and Julie Larson-Guenette, who will serve for the first time. Read more about Julie on page 12. Alan Lareau has left the Board. We are very grateful for all his contributions and insights over the last three years. Thank you, Al! 🍷



Al Lareau



Randi Ramsden

The new Board elected the following officers for the 2022-2023 term:

President: Kay Gruling

Vice President: Dorothy Smaglick

Secretary: Susan Marshall

Treasurer: William Petig

Member At-Large: Joshua Brown



Inside the Port Washington lighthouse



Elizabeth Riemer, Karen Riemer, Peggy Lescrenier, Barbara Giese, and Heiner Giese



View from the lighthouse



Bill Petig



Kay Gruling and Tim Buttke



Ed Langer raises a glass to a good day



Gathering together: Julie Larson-Guenette, Dale McIntyre, Barbara McIntyre, Mark Loudon, Kay Gruling, Paula Lutz, and Tom Lutz

Continued from page 7

This poem stands out among Baer's others in both its subject and style, and we find a note at the end that it was awarded a prize at the "Baltimorer Blumenspiele," which opens the door to even more research possibilities. cursory investigation reveals that the Baltimore *Blumenspiel* (flower game) was a competition specifically for German-American poets that took place on April 21, 1904.¹ C. O. Schoenrich writes about the event in a 1904 issue of *Pädagogische Monatshefte / Pedagogical Monthly*, noting that it was modeled after the *Blumenspiele* that took place in Cologne and was organized by the Baltimore German Club and engineers Fritz Mayer and Dr. Ernst Henrici (whom Wikipedia summarizes as "a German grammar school teacher, writer, colonial adventurer, and anti-Semitic politician").

Schoenrich points out that the Baltimore festival was not celebrated on the first Sunday in May, as is the Cologne *Blumenspiel*, in "tender consideration, so as not to disturb the saintly Puritans." Music and singing set a regal atmosphere in the German Club's ballroom, which was decorated in flowers and vines. Young girls scattered petals as the chosen Flower Queen, Mrs. G. W. Gail, and her ladies of honor made their grand entrance, followed by the seven judges. It would be interesting to learn more about all of the participants and the poets who were honored, though some of the names are already familiar to those who work in German-American studies, such as Konrad Nies and Edna Fern (Fernande Richter), both of St. Louis,

and Dr. Heinrich H. Fick of Cincinnati; but what of New York's Paul Brandner or Milwaukee's Hermann Scheuning, or Pastor Alfred W. Hildebrandt from Greenfield, Mass., who was "summoned five times before the throne of the Flower Queen?"

And then there is Fräulein Anita Schade of Washington, DC, who assisted in the presentation of prizes. The German Society of Pennsylvania owns her scrapbook covering the years 1891 to 1957; their finding aid describes Anita as "well known in the literary and musical circles of Washington." A teacher, amateur actress, poet, lecturer, composer, and writer, she was the daughter of German Forty-Eighter Louis Schade, who in 1878 bought the house in which President Abraham Lincoln died in 1865.

But to return to Dr. Berthold A. Baer: it is intriguing that his prize-winning poem features death, as this provides a segue into a bold development in his career. Born March 3, 1867 in Bruchsal, Baden, Berthold A. Baer was an ophthalmologist, writer, editor,² playwright, and translator; he also wrote a popular song, "Don't Say Good Bye" (1920).³ He may have come to America in 1895, and in 1897 he married Fransisca Leah, née Schwartz, in San Francisco.⁴ Baer next spent several years in Pennsylvania, and then moved to New York City, as he became known for his writings on the subject of death, specifically his advertising copy (all in English) for funeral home pioneer Frank E. Campbell.⁵ Before Campbell, funerals were usually held in the homes of the deceased; Campbell's funeral-parlor chapel approach was possibly the first to advertise such a business, which sought to offer "a service so sublimely

beautiful, in an atmosphere of such complete harmony, as to alleviate the sorrow of parting."

The currently digitized pages of historic American newspapers at *Chronicling America* (<https://chroniclingamerica.loc.gov>) yield just over 200 results in a search for "Berthold A. Baer"; about 100 of these are Baer's advertisements. While the majority of the ads are for Campbell's New York funeral chapel, Baer also wrote copy for similar businesses elsewhere in the nation. These ads, all attributed to Dr. Berthold A. Baer, are presented as stories of individuals facing the loss of a loved one, or as pensive thoughts on the brevity of life with an emphasis on the comforts to be offered by a good funeral parlor when the end inevitably comes. They usually exhort readers to call the Campbell Funeral Chapel when death intrudes, and have such titles as "Falling Twilight," "Whispering Flowers," "Idealizing Death," "Family Secrets," "Delicacy," "For Women Only," and "Silence." A few quotes give the flavor of Baer's writing:



"This photograph shows Dr. Berthold Baer just before the plane started for the lower bay with the urn containing Mrs. Brown's ashes in his arms." *Atlanta Tri-Weekly Journal*, July 10, 1920, p. 2

The Funeral Church is a milestone “at the end of the road.” It helps the grief-stricken to bid a smilin’ last farewell and to retain fond memories of a life well lived to the end of the road.

“He takes the sting from death,” said Mrs. H. in my hearing; “I came here in the depth of despair—I go away in the heaven of sorrow.”

We respect a woman after demise the same as in life, [and offer] women attendants [and embalmers] who gladly render any service that may be desired. . . . Could wives or mothers be in better hands?

May your earthly pilgrimage be full of happiness and contentment, and may . . . you [learn] the lesson of joy, so as to be ready for the lesson of grief when you are called home.

Other essays forgo the topic of death to discuss charitable outreach, such as a Mother’s Day event at the Funeral Chapel with “a program of Singing and Thanksgiving, and [. . .] a flower for every mother” or some words to honor the passing of Theodore Roosevelt. There was a Christmas Day event for children, where “over their cold fingers we pulled warm mittens; over frozen ears we pulled woolen caps. We did not give them a chance to say thanks; there were so many and we had to be quick. But, oh my, wasn’t it glorious!”

Dr. Baer’s essays on death were so popular that Campbell offered a book of them, “profusely illustrated with

pictures of the objects of art in the Funeral Church building, free for the asking.” In one advertisement, Baer printed excerpts from letters they had received:

“I have read with great interest your wonderful advertising, and I . . . never let pass a chance to read everything regarding your organization. I certainly feel that I must have a copy of Dr. Baer’s Essays and hope that you can send me one.”

“I never discard my paper until I have read [Dr. Baer’s] Essay of the day, which is always instructive and interesting.”

Campbell and Baer’s approach to publicity was recognized in the Nov. 27, 1920, issue of *Advertising & Selling*:

[With the] flowery essays by Dr. Berthold A. Baer, the Funeral Church has become one of the best-known institutions in New York. The number of daily visitors (many from out of town) and the quantities of mail received indicate the real effect of this small campaign.

And, as a true sign of popularity Baer’s writings attracted the attention of humorists, some of whom seemed slightly offended by his advertising approach to death. Examples include a reference to Baer as “the man who has weakened New York’s love of life by his lovely little blurbs”; chiding him for not being original in his writings about the Grim Reaper; satirical pieces such as “Selling Cheese on the Strength of the Hole: The Man

The Hole in the Cheese

By Punny D. F. Mitchell

WERE it not for the hole, the oil supply of the world would forever remain in the depth of the earth.

Were it not for the “Doughboys,” the World War would not yet be over and millions would still be fighting and crying for Liberty, Freedom and Right.

And were it not for the Doughnuts, what would have become of the “Doughboys”?

The world therefore owes a debt to that which made possible the Doughnut: “the hole,” for without hole there is no Doughnut.

The same relative position as the Hole in the Doughnut, only in a more important ratio, plays the Hole in the Swiss Cheese. The gastric gases, so important to the tender organ of the digestive system in a lady of refinement, find circulation in the holes of the cheese. The larger the hole, the more free the circulation, the purer the ozone, the sweeter the flavor.

Professor Dorbojinski, in his famous dissertation “Est, est,” has proven beyond the shadow of a doubt that the smallest hole in a Swiss cheese must measure one-sixth and two-thirds of an inch, while the extreme expansion should not be more than eight and one-third of the same inch.

We cater exclusively to the ladies of the upper classes.

Our price for Swiss cheese may be somewhat higher than that charged elsewhere. But, oh, the holes!

Bring your own tape measure, please.

CHARLES BENSON

The Society Grocer

439 St. Quentin Street

From “Selling Cheese on the Strength of the Hole,” satirizing Baer’s writings, *Advertising & Selling*, Nov. 20, 1920, p. 36

Who Made Famous the Hole in the Ground Turns His Attention to the Hole in the Sweitzer”; “In Case of Murder, Call . . .” or “Just Before Passing, Call . . .”; and proclaiming “If we should die tonight, and you should come to our cold corpse and say, ‘Are you going to let Dr. Baer’s boss do the job?’ we should arise in our large white cravat and say, ‘Well, if you are, please pay the Doc a 10% amusement tax.’” Dr. Baer is mentioned in a theatrical review of John Barrymore as Hamlet: “Our old friend Dr. Berthold Baer would have referred to [the ghost] unctuously as the demised . . .” and in such ditties as:

A tisket, a tasket,
Come help me pick my casket.
Let taste and art, when I depart
Encompass me. I ask it.⁶

Baer's ads made Campbell's end-of-life services so popular that his Chapel has been referred to as "the place New York City's elite are dying to get into." Despite all this, finding an image of Berthold Baer has proven difficult. One grainy image of the man comes from the July 10, 1920 issue of the *Atlanta Tri-Weekly Journal*, in an article about how,

[i]n accordance with a wish made in writing fourteen years ago, the ashes of Mrs. Sarah D. Brown, temperance advocate and writer of children's stories, who died in her New York home, were strewn from an airplane flying over the Statue of Liberty.

And so we come to Berthold A. Baer's own demise—he died on October 21, 1924, in Manhattan, from pneumonia. From what can be found, his death was not widely announced, and there were no long, stirring obituaries. An announcement of his passing in the Oct. 22, 1924 issue of *Advertising and Selling Fortnightly* points out that "his advertising of the Campbell Funeral Church a few years ago created wide and controversial comment," while a much later article on Campbell has these more poignant lines: "Dr. Berthold Baer, now gone, penned flowery odes to 'the last enemy.' He poetized the vast beauty of transition and argued against tears" [*Salt Lake Tribune*, Jan. 20, 1932]. Baer is buried in Congregation B'nai Jeshurun Cemetery, Elizabeth, New Jersey. 

NOTES

¹ It appears there was only one *Baltimorer Blumenspiel*.

² Of *Die Glocke*, edited by Baer and published in Pittsburgh, not much has yet been discovered.

³ He also holds patents for several inventions, such as a sound recording and reproducing machine, a water-cooler, a signaling device, and the means for sealing burial caskets.

⁴ Their daughter Francisca was born in 1898; she later married Charles J. Basch, Jr., of Newark, New Jersey.

⁵ Frank E. Campbell married Amelia Klutz, whose father was German-born August Klutz.

⁶ Also this barbed post-WWI remark from Philadelphia's *Evening Public Ledger*, December 10, 1919, p. 10: "On learning that the Doc is a German we understand more clearly his enthusiasm for funerals. For certainly Germany has been the cause of more of them in the last few years than any nation ever was before."

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:

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Julie Larson-Guenette Joins the Board of Directors

We are thrilled to introduce Julie Larson-Guenette as the newest member of the Friends of the Max Kade Institute Board of Directors.

Julie is teaching faculty in the undergraduate German program at UW–Madison and is also the director of *Stockwerk Deutsch* for the International Learning Community within University Housing. Prior to her graduate studies in German and Second Language Acquisition, she taught high school History and German in Michigan and Indiana.

As a Michigan native, Julie’s interest in things German-American began with Frankenmuth (“Michigan’s Little Bavaria”) a community off of I-75 that was always a “must stop” on summer road trips. Growing up in metro Detroit she attended events hosted by the German American Cultural Center and its affiliated organizations. These formative experiences inspired Julie to learn more about the influences of German-speaking immigrants in shaping American history and culture, especially in the Midwest.

In graduate school, Julie took coursework on language and immigration and had worked on projects involving language maintenance and shift in Green County, WI. She states that the Max Kade Institute, its resources, symposia, and outreach programs helped make those projects possible. More recently, Julie incorporated materials from MKI’s



Sternberger Collection in her German courses and will be presenting those materials and lessons at a conference this fall. As a member of MKI’s Board of Directors, Julie hopes to contribute a K-16 educator perspective to increase visibility of the Max Kade Institute along with its materials and programming to broaden educational opportunities for teachers, students, and community members alike. Welcome to the Board, Julie! 🍷

Images from the 1898 *Wisconsin Staats-Zeitung* Almanac

Joey Washburn



Cover of the 1898 almanac

There were a few newspapers with the name *Wisconsin Staats-Zeitung*. One was founded in Madison in December 1878 by H. Kleinpell and Carl G. Schmidt, and was published until 1918. The paper presented itself upon inception as a politically-independent German weekly aiming to “always combat corruption, blunders, and evils in political and social life.” The almanac featured here was offered as a supplement to subscribers. In a New Year’s greeting to readers, the editors recognize that residents of Madison and Dane County will already be familiar with the area’s rich history and attractive sights, but they wish to share this bounty with readers from across the state, the nation, and even the world.

We hope you will also enjoy this look into the past as presented in a German-American publication. 🍷



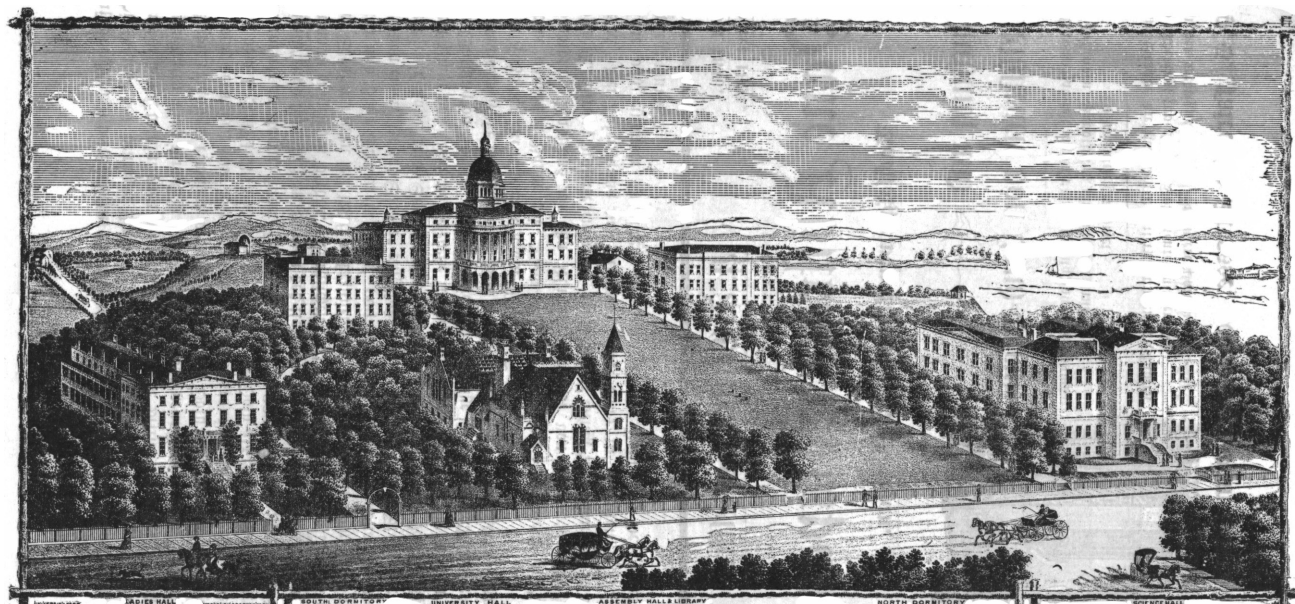
An advertisement for Matthew J. Hoven's meat market. Hoven was the first German and Catholic to be elected mayor of Madison.



A humorous look at “How Miss Mizi styles her hair,” from top left to bottom right: when a modern poet comes, when she is at home, when a lieutenant visits, when cousin Max (the lyrical tenor) comes, when the pious mother-in-law arrives, and when she visits an enemy



The “Historical Library and Museum,” under construction



Die Universität von Wisconsin.

Etabliert 1875.

Braucht Ihr Musikalien?

Wir verkaufen zur Hälfte des marktten Preises.

Saiten—Die besten von 5 Cents an aufwärts.

Alle kleinen Musikinstrumente.
Echte deutsche **Accordions, Violinen, Gitarren u. s. w.**

Pianos, Orgeln u. s. w.

W. W. WARNER.

Es wird Deutsch gesprochen.

The University of Wisconsin in Madison, ca. 1898



Left, musical instruments for sale by W. W. Warner, where German is spoken. Above, the future of bicycles. Above, right, an advertisement for Madison's German American Bank, established in 1871 by German immigrant John J. Suhr

Etabliert 1871.

Madison, Wis.

Agenzien der Bremer und Hamburger
Zentral-Mobilien-Gesellschaften.

German American Bank.

Geld zu verleihen auf Grundeigenthum.

Geld verfaßt nach allen Plätzen in America und Europa.

Im Sparkassen-Departement

werden für Einlagen die höchsten Zinsen bezahlt.
Vollmachten ausgefertigt und Erbschaften eingezogen.

J. J. Suhr, Präsident.

J. W. Suhr, Kassirer.



Das Capitol in Madison.

Wisconsin's Capitol building, ca. 1898



Madison vom Südufer des Monona See.

A serene view of Madison from the Monona Lake's south shore

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