MAX KADE INSTITUTE
FRIENDSNEWSLETTER
Volume 23 No 2 • Spring 2014

Buschbauer and Rechtsrath: Personal Advice from the Germania Publishing Company's *Haus und Bauernfreund*

Antje Petty


Established 1873. THE HOME AND FARM COMPANION. Circulation 85,000.
THE GERMANIA AGRICULTURAL AND INDUSTRIAL WEEKLY.
Der Haus und Bauernfreund der Germania.
Zeitschrift für den häuslichen Kreis, für Ackerbau, Viehzucht, Gartenbau, Bienenzucht u. s. w.
Dreiundzwanzigster Band. Milwaukee, Wis. 4. September 1896. Nummer 16.

While working with a collection of nineteenth-century letters from a German-American farm family in Middleton, Wisconsin, I recently came across a letter with a pre-printed logo and heading that I had not seen before. Handwritten in German and dated February 7, 1890, it is signed by "der Rechtsrath" (legal advisor) of the Germania Publishing Company. The letterhead gives the address of the "Rechtsrath Department, Germania Publishing Company" at 286 & 288 West Water Street in Milwaukee. An insert advises the reader that the Rechtsrath is willing, for a minimal fee, to give legal advice to the subscribers of the Germania's papers and to draw up documents such as deeds, leases, wills, and contracts. For an additional small fee, personal consultation would be available, too.

The letter is addressed to the Reverend Max End in Campbell Hill, Illinois, who had written on behalf of his unnamed father-in-law. The latter, one of the earliest members of his rural community's first German Lutheran Evangelical Church, had been expelled because of a dispute with the current pastor. He is concerned that he will also lose his right to two cemetery plots. The Rechtsrath answers as follows:

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INSIDE

Greetings, Friends and Readers!

We were delighted to see so many of you on May 10th at the Annual Meeting of the Friends of the MKI, which this time was held in Janesville. After a long and hard winter and a chilly spring, the weather that day cooperated fully, and we thoroughly enjoyed our visit there. Many thanks to all who helped make the arrangements—especially Ed Langer!

At this moment our long-awaited move to the University Club on the UW–Madison's Library Mall is in fact becoming a reality! We are hard at work with sorting, packing, cleaning, and all the tasks that come along with relocating offices, administrative records, equipment, research projects—and, in this case, an entire library. Difficult as this is, however, we look forward to being settled at last in a location that offers many advantages: nearly three times as much room as we have had before; offices and work places for our various endeavors—including courses we teach, dissertators we advise, and our own projects; and work areas for interns and guests from on campus, around the nation, and throughout the world. We will have an exhibit area and a conference room where we can hold meetings, and there will be a parking ramp nearby. One enormous advantage will be our location; because we will be directly opposite both the University's Memorial Library and the Library of the Wisconsin Historical Society, instead of fully two miles away, as we have been ever since our founding in 1983, we will be in close proximity to many resources that we work with, which have previously seemed woefully distant!

In spite of the disruption, our projects are progressing: Mark's Pennsylvania Dutch Documentation Project (PDDP), Cora Lee's Milwaukee German Theater project, and the German Immigrant Oral History Project. After several years' hiatus, we are also planning to hold a conference in Madison before very long (topic to be announced), and to host one of the upcoming annual meetings of the Friends of the Max Kade Institute. Beyond this, we continue to offer German Department courses on German-American topics in the upcoming academic year: German-American Literature in Translation (fall, 2014); The German Immigration Experience (spring, 2015); and Pennsylvania German Language and Culture (spring, 2015). And don't forget to enter the dates of the German Department's biennial German play in your calendar: under the guidance of the internationally known theater director Manfred Roth, Christian Essellen's hilarious German-American play *Bekehrung vom Temperenzwahn* (Debunking the Delusion of Temperance) will be performed on May 4, 5, and 6, 2015, in the Memorial Union's newly renovated Play Circle, perhaps for the first time since 1853!

During the summer months, the MKI will be busy with some reorganizing at the University Club, but by late August all our normal operations should be fully up and running again. Do email us your questions, comments, and concerns, and we will stay in touch.

Meanwhile, we wish you all the best for a successful summer. We are really looking forward to seeing you again in the fall—*perhaps at our long-awaited grand opening!*

—Cora Lee and Mark

Robert L. Clodius (1921–2014)

Robert L. Clodius, a longtime and devoted Friend of the MKI, died in Rockford, Illinois, on April 2, 2014. He was a member of the faculty in the Department of Agricultural Economics at the UW–Madison from 1950 to 1990 and held top administrative positions in the University in the 1960s, including Vice President for Academic Affairs, Acting Provost, and Acting President, during the time when the University was being reorganized and the UW System created. He put his energy behind a wide range of undertakings and facilitated the development of international education programs; he was a friend to the humanities disciplines; and he encouraged his colleagues to believe that things could be done. He maintained his membership in the Friends organization and supported our programs. About five years ago he wrote to me with information about the role he played in the MKI's early years, adding to what I had been able to find out in the UW Archives about the history of the Keystone House, and suggesting that he might write a little story about how he personally prevented UW planners from constructing a road right through our premises. I responded with enthusiasm, offering to see that this piece be published in the MKI Friends *Newsletter*; but unfortunately the plan came to naught. We will miss Robert Clodius!

—Cora Lee

Annual Meeting of the Friends of the Max Kade Institute in Janesville, Wisconsin

Antje Petty

On May 10, the Friends held their annual meeting in Janesville, Wisconsin. Our program started on a beautiful spring day with a tour of the historic Lincoln-Tallman House, located on the campus of the Rock County Historical Society. Volunteer experts guided us through two stories and the basement of the impressive building. Constructed between 1855 and 1857 on a bluff overlooking the Rock River, the mansion is an excellent example of Italianate-style architecture. The house was built for William Morrison Tallman and stayed in the Tallman family until 1915. Because over seventy percent of the furniture is original to the house, each room offers a unique glimpse into daily life in this prominent nineteenth-century lawyer's Rock County home.

William Morrison Tallman, originally from New York, had made a fortune in land sales, and was an ardent abolitionist engaged in politics and civic causes and a strong supporter of Abraham Lincoln. In October 1859, after giving a series of speeches in the Beloit and Janesville area, Abraham Lincoln stayed for two nights at the Tallman house, which then became known as the Lincoln-Tallman House.

The tour of the Lincoln-Tallman House was followed by the Friends annual business meeting at the Armory in Janesville. We looked back on another successful year during which the Friends supported the MKI in many crucial ways, and we made new plans for the future. Four members were elected to the Board of Directors: Edward Langer, Johannes Strohschänk, and Luanne von Schneidemesser will each serve a second term; and Fran Luebke joins the Board again for a new first term. (See Friends Profile on page 10.) We greatly appreciate the work of the Board of Directors and give special thanks to Betsy Greene, who served as Secretary and Treasurer and is leaving the Board after six years. During a short Board meeting after the business meeting, the following officers were elected: President—James Kleinschmidt; Vice President—Edward Langer; Secretary—John Pustejovsky; Treasurer—Luanne von Schneidemesser. The Board of Directors' Executive Committee includes these officers, as well as Board member Hans Bernet.

We rounded out the evening with a three-course German-style meal, and MKI Co-Director Cora Lee Kluge's

Lincoln-Tallman House

A group of Friends enjoying the tour of the Lincoln-Tallman House

after-dinner presentation on "Living in an Anglo Community: German Americans in Janesville" tied all the events of the day together.

Cora Lee pointed out that we were meeting in one of Wisconsin's oldest cities, whose history reaches back to 1835, the year before the Wisconsin Territory was established. In 1850, the population of Janesville was more than twice that of Madison, according to census figures—3400 as opposed to 1525—and Janesville seemed poised to become a large, energetic, and elegant city. In the beginning, it was the area's rich farmlands as well as its beauty that attracted settlers; and the Rock River provided water power for flour mills, saw mills, and woolen and cotton mills, which became the early source of its development and wealth. Furthermore, Janesville was one of the first Wisconsin communities involved in railroad construction. To be sure, Janesville's population growth did not keep pace with Madison's—in 1880, Madison was the state's sixth-largest city, while Janesville was eighth-largest.

As was the case elsewhere in Wisconsin, many early settlers in Janesville came from New England states and the state of New York, but the first waves of German immigrants to the state were not attracted to Janesville. According to the 1850 U.S. Census, among Janesville's 3,451 residents, only 24 (0.7 percent) were born in German-speaking lands, and Germans continued to make up only a fraction of the population in the following decades. In 1880 only 2.2 percent of the population of the city was German-born. Nevertheless, the small German-born population

Cora Lee Kluge delivering her lecture

and its descendants set out to build a German community and churches. Janesville even had an independent German-language weekly entitled the *Janesville Journal*, which was published between 1889 and 1918 and had a press run of 1100 at its height. Germans owned and co-owned prominent businesses, such as the Marzluff shoe factory, to name just one example, but in a predominantly Anglo world it did not take long before Janesville's German-American families seemed to forget their heritage. The 1982 obituary of Gretchen Frick McBlair, for example, who grew up in Janesville and was one of the two children of the *Janesville Journal*'s publisher, Herman W. Frick, does not once mention her German background. This seems to be a strange omission to those of us who are interested in German-American studies.

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Rechts-Rath

Bedingungen.

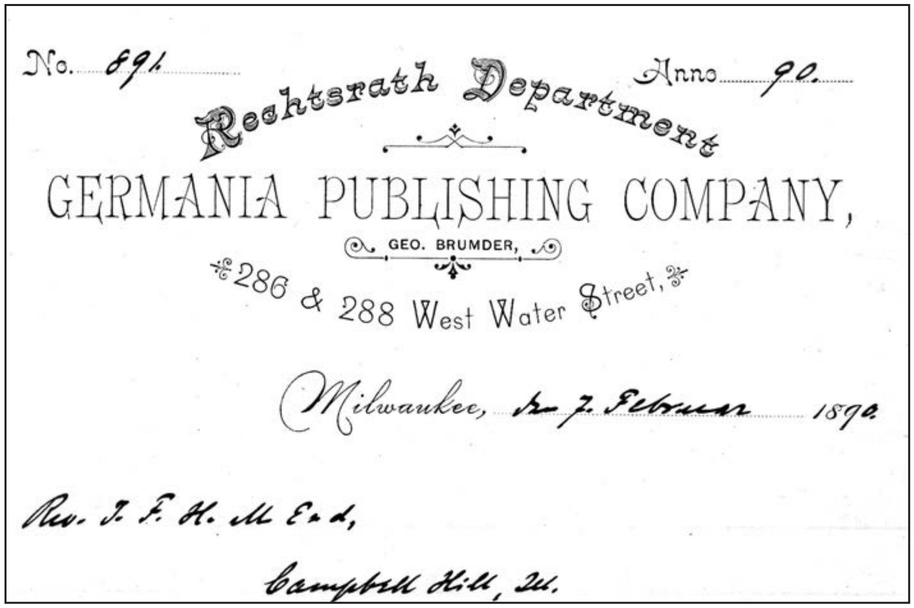
Anfragen werden nur beantwortet, wenn der Fragende die Zeitung nennt, welche er liest: ob die **Germania, Deutsche Warte, Deutsches Volksblatt, Haus- und Bauernfreund** oder die **Erholungsstunden.**

Der Rechtsrath ist bereit, für Abonnenten der erwähnten Blätter Dokumente aller Art, als: Deeds, Pachtverträge, Uebereinkommen wegen Altentheils, Testamente, sowie Kontrakte aller Art, für ein mäßiges Honorar zu verabfassen.

Für persönliche Konsultationen ist ebenfalls ein geringes Honorar zu entrichten.

Bei Rückantwort geben Sie gefälligst das Datum und die Nummer dieses Briefes an.

The Rechtsrath's conditions, similar to those of the Buschbauer **[see p. 8]**



No. 891 Anno 90.

Rechtsrath Department

GERMANIA PUBLISHING COMPANY,

GEO. BRUMDER,

286 & 288 West Water Street,

Milwaukee, d. 7. Februar 1890

Rev. J. F. H. M E n d,

Campbell Hill, Ill.

Esteemed Sir,

If the congregation has an explicit stipulation that a person expelled from the congregation will lose his right to [a plot in] the churchyard, or that he cannot be buried there anymore, the decision [to deny him the right to a plot] will be considered legal in most cases. Does your father-in-law have a deed or another document regarding his burial plot? If so, please send me the document to look at. —I believe that your father-in-law can concede that it was not appropriate to talk to the Pastor the way he did (to his face and behind his back), and that calling him a "liar" was disrespectful, too. At the same time it can be acknowledged that the Pastor in fact did not tell the truth.

Signed
Rechtsrath of the Germania

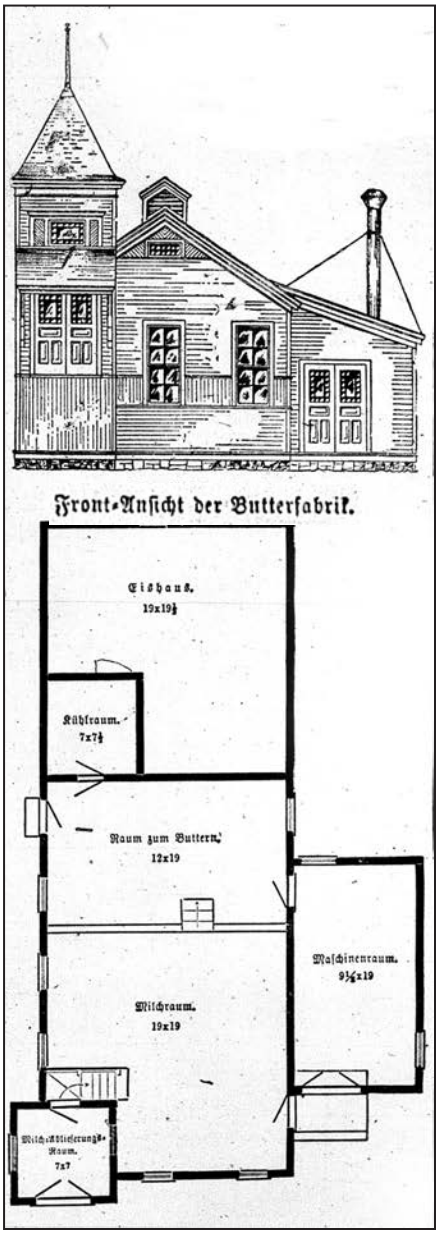
Why would a German American seek personal legal advice from a publishing company, and why would a publishing company offer such advice to its readers? The answer is that advice columns and personal correspondence with readers have been a time-honored way for newspapers and magazines to stay close to their subscribers. Via the letters, the publisher can gauge which issues concern his customers and what topics should be covered in the future. Readers at the same time feel personally understood, appreciated, and helped. For an immigrant paper such connections are especially important.

Milwaukee publisher Georg Brumder keenly understood the give-and-take between reader and publisher. When he bought the German weekly *Germania* in September 1874, it came with *Der Hausfreund*, an equally popular supplement, which was edited by "Hans Buschbauer."[1]

In a regular section titled "Der Bauernfreund" (The Farmer's Friend), Buschbauer wrote articles on a wide range of farming and rural household topics. Soon he also accepted questions from individuals and published his answers in a "Briefkasten" (mailbox) column. In June 1884, *Der Hausfreund* was renamed *Der Haus und Bauernfreund*, and various features were added. In addition to Hans Buschbauer, "Frau Grete Buschbauer" now also doled out advice in a column called "For Wives and Young Women."

Hans Buschbauer was the pseudonym of Francis (Franz) Arnold Hoffmann (1822–1903), who grew up in Herford, Westphalia, where his father was a bookbinder. At the age of eighteen, Francis left for America, settling in Du Page County, Illinois, where he worked as a Lutheran pastor, teacher, and choirmaster, serving scattered German congregations over a wide territory. Within a few years, he became the editor of a German religious periodical published in Michigan, *Der Missionsbote*, the editor of the *Illinois Staatszeitung*, and a frequent contributor to the *Prairie Farmer* and the *Chicago Democrat*.[2] In 1844, he married Cynthia Gilbert, a young Anglo-American. Together they bought forty acres of farmland

where Francis practiced the newest agricultural techniques. In the early 1850s, Hoffmann quit his ministry, moved to Chicago, and began studying law; and in the following decades he worked successfully in real estate, insurance, and banking. He also became active in politics and was elected to the Chicago City Council.



Design for a creamery, *Haus und Bauernfreund*, June 10, 1892

Throughout the 1850s, Hoffmann not only engaged in American politics, but also stayed close to the steadily growing German immigrant community. Having always been an abolitionist, he became an ardent Republican towards the end of the decade and a fiery speaker for Republican causes in the German-American community. In addition, he served as the 15th Lieutenant Governor of Illinois during the Civil War years.

In 1875, Francis Hoffmann decided to retire from business and political activities and purchased "Riverside Farm" in Jefferson County, Wisconsin, where he planned to live the peaceful life of a farmer. He quickly realized, however, that many of his German neighbors knew little about farming and that even those who had been farmers in the old country were unfamiliar with American land conditions and farming conventions. Before long, Hoffmann was publishing advice books for German-American farmers on everything from gardening to raising fowl, as well as articles for the Germania Publishing Company. Francis Hoffmann had become "Hans Buschbauer."

Hans Buschbauer's articles usually covered a specific aspect of agriculture, horticulture, animal husbandry, or another farm topic in great detail. Sometimes they were spread over several issues. In accessible, simple language, he wrote about anything from raising pork, keeping bees, or establishing a "Butterfabrik" (creamery). His writing was especially folksy when he responded to personal inquiries. Here are a few examples from issues of the *Haus und Bauerfreund* dated June 3 and July 1, 1892:

To H. W. in R., Minn.: Since butter

Francis A. Hoffmann, aka. Hans Buschbauer

is cheap now but will be more expensive in the winter, you want to make your own butter. But your butter does not look good. It has streaks. And now you cry "Hans, help me!…."

To Fr. L B. in D., Mich.: Your daughter is cross-eyed. My advice is: consult a capable eye doctor. The problem can be cured by wearing extra-wide glasses with a wide rim, but without the actual glass. Then your daughter's eye will be forced to look straight ahead.

To F. A. in G. H., Ill.: On your property you have to deal with a menacing weed. It is so bad that you call it evil. And now old Hans is supposed to figure out how you can eradicate it. After much consideration, I think you are dealing with sorrel. It is a harmless plant. You can harvest it as a vegetable, or if you really want to get rid of it, you can sprinkle it with lime.

To Fr. H. D. in G., Minn.: Your strawberry plants were lush and green but did not bear much fruit this year. "How could this happen?" you ask old Hans. Maybe your beds are more than 4–5 years old? Maybe you did not properly fertilize them? If the beds are old, trim the plants,

and cover them in the fall.

Later Hans Buschbauer added a "Kleiner Briefkasten" (little mailbox) column to his "Briefkasten," in which he conveyed short statements and communications.

Occasionally, Hans Buschbauer's blood boiled over, as in this response to a reader on July 1, 1892, concerning the use of the German language in America—

To J. F. B. in R., Iowa: I cannot fathom why you sent me a letter ranting about schools in which the German language is taught. I have to assume that you just want to annoy old Hans. Contrary to your assertion, German parents who would let their children grow up without knowledge of the German language are committing a crime against their own flesh and blood. . . . Your letter is so full of ridiculous statements that I will give you an honorary place in my gallery of two-legged sheep. . . . It is hard to understand why someone who detests his mother tongue so much would subscribe to a paper written in that very language. But I assume your knowledge of English is actually very, very weak. It is frequently those people who managed to learn only a few words of English who throw dirt at their mother tongue. Fie! . . . Shame on you!

To understand his attitude, one should know that Francis Hoffmann was an ardent supporter of maintaining fluency in the German language, while at the same time he encouraged his fellow immigrants to learn English. He himself had learned English after he came to America, and he had insisted that his wife Cynthia, who spoke only English, should learn German. Their granddaughter related the following anecdote about this: "My grandfather, Francis A. Hoffmann, wooed my grandmother, Cynthia Gilbert, while he was a young Lutheran minister stationed in De Kalb County, Illinois. . . . As soon as they were married, grandfather spoke nothing but German to grandmother, who was of pure British antecedents. After about six weeks of this, she did what many young wives do, namely, went home to her mother. She, being a very sensible woman and the mother of fourteen children, made her go back to her Francis when she found that otherwise he was good to her. And she proved an apt pupil, for when they went to Europe fifteen years later, someone told her: 'I can tell from what part of Germany your husband comes, but your German is so free from accent, that I can't determine what province you hail from.' Needless to say, this pleased her greatly and was quite a feather in her cap."[3] Buschbauer himself would have approved.


Sichert eure Kartoffel-Saat vor dem Kartoffel-Käfer.

Eine kleine Ausgabe erzielt dieses und giebt euch ein Mittel, daß sich auch in den kommenden Jahren sehr nützlich erweisen wird und eure Kartoffeln rettet.

Gray's patentirte Garten-Gieß-Kanne

zur Vertheilung von Pariser Grün sollte von jedem Farmer und Gärtner, der Kartoffeln baut, unbedingt gekauft werden, da der Kostenpreis ein geringer und die diese Kanne bietende Vortheile sehr große sind, nämlich:

1. Sie beschädigt ihn, seine Saat vor den Käfern zu schützen.
2. Sie erfordert nur halb so viel Pariser Grün wie irgend eine andere Art.
3. Ein Mann kann mit Leichtigkeit einen Acker in einer Stunde mit Hülfe dieser Kanne besprengen.
4. Die Person, welche die Kanne trägt und mit ihr arbeitet, wird nicht naß.
5. Es ist die einzige Kanne im Markte, welche das Pariser Grün stets in gemischtem Zustand hält.

Von diesen Kannen sind Tausende im Gebrauch und ihre Besitzer können die Wahrheit obiger Behauptungen bezeugen.

☞ Wiederverkäufer erhalten guten Rabatt. — Man schreibe an:

E. Goettsche, Fabrikant,
1049 Milwaukee Avenue,
Chicago, Illinois.

Advertisement for Gray's patented dual-hose watering can to mix and apply pesticides to kill potato bugs; *Haus und Bauernfreund*, June 17, 1892

As time passed, Hans Buschbauer's personal responses to readers' questions increased greatly in popularity. As a result, in June of 1886 he felt compelled to institute new rules so that he could cope with his heavy workload: "I will only be able to answer letters addressed to me if the writer…

1. has a *subscription* to one of the papers for which I write my articles,
2. names the paper he subscribes to,
3. gives his correct name and postal address,
4. asks a question about agriculture or practical household issues,
5. includes a postage stamp

with his letter, and

6. leaves it entirely to my own discretion whether I will answer a question with a personal letter or in this paper."[4]

Most readers did not know that Francis Hoffmann was both Hans and Grete Buschbauer. In the words of their granddaughter Minna Frances Hoffmann Nehrling: "Grandmother did no literary work at all. The 'Frau Grete' articles which appeared in the newspapers as companion pieces to the 'Hans Buschbauer' contributions were composed and written by grandfather. She helped him with advice and recipes when he asked her, but she really did not have very much to do with them. He thought it a good joke that he could do this without being discovered. He was very versatile. He later carried on a voluminous correspondence, answering all letters personally in longhand, often staying up late into the night to finish. He did not get any extra pay for this, though it increased the circulation of the paper greatly. He was shamefully underpaid by the Brumders."[5] Hoffmann's granddaughter continued: "These letters had to be stamped, of course, and we considered it a great privilege to climb onto his desk and attach the stamps for him, making as much noise as possible with the pounding."[6]

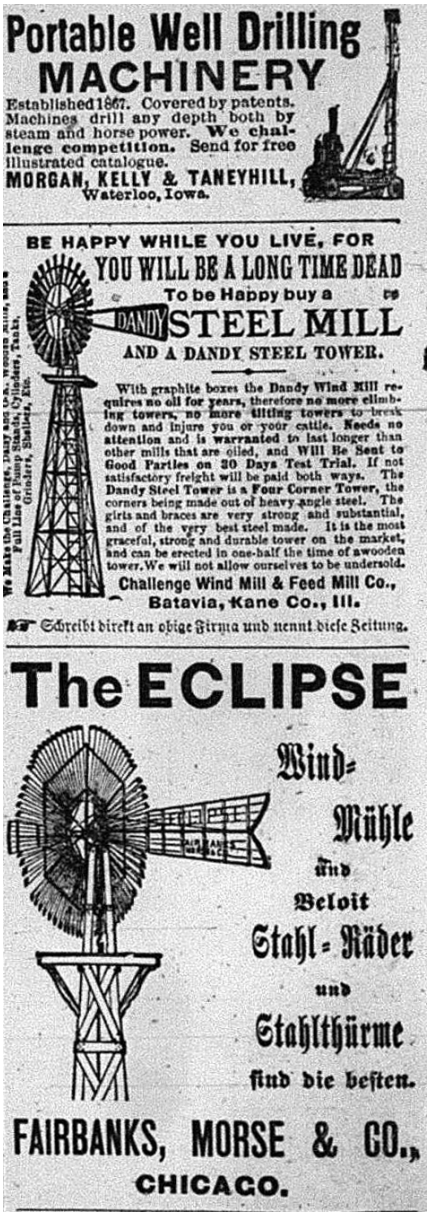
In the late 1880s, the "Rechtsrath" legal advice column was added to the *Haus und Bauernfreund*. We do not know which person or persons were behind this column, as they were located in the Germania headquarters in Milwaukee. The address for the "Rechtsrath" is the same as for the Germania Publishing Company, while Hans Buschbauer received his mail at his farm in Jefferson. The Rechtsrath followed the same pattern as Buschbauer, albeit in a less folksy style: each segment begins with an article about a particular legal issue, followed by a "Briefkasten" that addresses specific questions from readers' letters. The articles cover a wide range of topics and make an attempt to address legal cases differently for individual states. Some topics were serialized, such as a series on marriage, divorce, and adoptions, including, for example, a chapter with the intriguing title "Is it advisable to enter into a marriage of convenience with a girl who loves another man?"[7] Other topics include the incorporation of churches, wills and testaments, mandatory school attendance, farm labor, property disputes, intricacies of the Homestead Act, avoiding scam artists, and much more.

The Rechtsrath also gives a variety of responses to individuals, as shown by the following examples:

To R. A.: You made an appointment to trade horses with a man on a Sunday. The man came a couple of days later, and you traded the horses. Now you are not happy with the trade anymore and want to know if you can cancel it, because it did not happen on a Sunday as planned. No, you cannot do that. Your trade is valid.[8]

To C. F. B.: If someone sends you a birthday present from Germany that is not on the duty-free list and he did not pay the customs fee, you will have to pay the fee, no matter of how little value the gift is to you.[9]

To G. B.: Your neighbor has Canada thistles on his property, which he refuses to get rid of. Contact the commissioner for Canada thistles in your township. Also consult the following law: Revised Statutes, Illinois, 1885, Hurd, Chapter 18, Canada Thistles.[10]



Advertisements in English and German, *Haus und Bauernfreund*, May 27, 1892

In addition, the Rechtsrath column served as a bulletin board for finding people or soliciting information from readers. Announcements are as

Continued on page 11

Fran Luebke Rejoins the Friends Board of Directors

Antje Petty

We are delighted to welcome Fran Luebke once more to the Friends' Board of Directors. Many of you will remember Fran from her two previous terms on the Board, when at various times she also held the offices of Secretary, Treasurer, and President.

Fran first joined the Friends in 1998, at a time when she was involved with the Ethnic Heritage subcommittee for Wisconsin's Sesquicentennial. A historian by training, Fran has used her skills to research her family's background and her German roots. Since all of her ancestors emigrated from Germany, her husband Neill has indulged her passion by accompanying her on visits to numerous communities in that country and trekking with her through countless cemeteries. She has written a book on the history of her father's family entitled *From Rheinhessen to Chicago: Loeb Footprints in Time 1765–1997*. Fran traces her love for history and genealogy back to the family stories her parents used to tell her when she was a young child. Now she is finding the stories her parents *did not* tell!

Fran retired from the University of Wisconsin–Milwaukee, where she served in various capacities, including Assistant Director of the Institute for World Affairs, Assistant Director of the Milwaukee Idea, and Wisconsin regional coordinator of the National Ocean Sciences Bowl. She is Vice President of the Elmbrook Historical Society in Brookfield.

This past fall she completed a Master Gardener course, pursuing her other passion: gardening. Therefore, when she and Neill go to Germany in September, she will encourage him to let her do "research" on German gardens. Neill and Fran live in Brookfield, Wisconsin.

We look forward to having Fran on the Board again and benefiting from her enthusiasm, energy, and insights. Welcome back, Fran!

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simple as "If relatives of Albert Riko live in Wisconsin, please contact the Rechtsrath Department," or more specific as, for example, "Several readers would like to establish a shooting club (Schützenverein) that also provides health insurance. They are looking for examples of by-laws from similar associations."

The *Haus und Bauernfreund* was distributed as a weekly supplement with the *Germania* newspaper and other Brumder publications such as *Deutsches Volksblatt* and *Die Warte*. Beginning in the early 1890s, it was also possible to subscribe to *Der Haus und Bauernfreund* by itself for two dollars a year. The circulation increased steadily, reaching 85,000 in 1896 and 104,000 in 1908. While concentrated in the Midwest, subscribers lived all across the United States and beyond, as is reflected in the "list of answered letters" that Hans Buschbauer and the Rechtsrath include in every issue. In the August 21, 1896, issue, for example, the Rechtsrath lists 164 letters he answered in the previous two weeks. Most of them are from Wisconsin, Illinois, Minnesota, and Missouri, but they also come from Arkansas, California, Colorado, Connecticut, the District of Columbia, Idaho, Kansas, Kentucky, Louisiana, Massachusetts, Michigan, Nebraska, New York, North Dakota, Ohio, Pennsylvania, South Dakota, Texas, Washington, Canada, and Germany.

For most of its run, the *Haus und Bauernfreund* had eight pages, structured like this example from May 27, 1892: Pages 1 and 2: a serialized novel, in this case an installment of a story for children, "Cornelli wird erzogen" (Raising Cornelli); pages 3, 4, and 5: articles by Hans Buschbauer—"Der Bauernfreund"—on calving cows, how to appraise a milk cow, caterpillar pests in orchards, cheese-making at home, sheep shearing festivals in Wisconsin, and the use of pesticides on grape vines; page 6: "Briefkasten" and "Kleiner Briefkasten" with letters referring to a new hay cutting machine, public transportation costs in the Chicago area, and wagon wheels; page 7: "Rechtsrath," with an article on incorporating organizations, and the Rechtsrath's "Briefkasten"; page 8: a humorous story by Alex v. Degen. The *Haus und Bauernfreund* continued to be published until 1921 as a supplement to *Milwaukee Amerika*, the title under which *Germania* and the *Milwaukee Herold* were combined after 1918.[11]

Letters to the editor of *Germania* regularly praised both Hans Buschbauer and the Rechtsrath advice columns:

Bloomington, Ill., 28 Jan 88: I have to send you my most heartfelt thanks for your subscription gift of the "Lily in the Valley." The book alone is worth the price of the subscription. Your paper and especially the supplement with the advice of the Buschbauer and the Rechtsrath are priceless. With gratitude, W. L.

Barkerburg, Iowa, 24 Dec. 87: A while ago an article about Prof. Swenson was published. The honor he was given was well deserved, but it should have been extended to Hans Buschbauer and the Rechtsrath. The benefit of these two for the general public is impossible to calculate. Just recently a farmer told me that it was only Father Hans' advice about potato planting that finally increased his yields. And the Rechtsrath! Not only is he the only one who gives us clarity about so many laws and regulations that are unfamiliar to many Germans, but he manages to mollify many a potential litigant. These two are heroes. Honor where honor is due! R.

How much did the Rechtsrath help the Reverend End and his father-in-law? From other documents in our collection, we can assume that his father-in-law petitioned the church council, using language taken in part from the Rechtsrath's letter. In the end, however, he and his wife found their last resting place in a different church's cemetery.

NOTES

[1] Karl J. R. Arndt and May E. Olson, *The German Language Press of the Americas* (Munich, 1976) 683.

[2] J. H. A. Lacher, "Francis A. Hoffmann of Illinois and Hans Buschbauer of Wisconsin," *Wisconsin Magazine of History* 13.4 (June 1930): 331–332.

[3] Minna Frances Hoffmann Nehrling, "Memoirs of 'Riverside Farm,'" *Wisconsin Magazine of History* 13.4 (June 1930): 356–364.

[4] Hans Buschbauer, "An meine Correspondenten," *Haus und Bauernfreund*, June 30, 1886.

[5] Hoffmann Nehrling 358.

[6] Ibid. 361.

[7] *Haus und Bauernfreund*, July 1, 1892.

[8] Ibid., August 12, 1892.

[9] Ibid., August 5, 1892.

[10] Ibid.

[11] Arndt and Olson 683.

A German Immigrant in Anglo-American Missouri: 1834–1877

Antje Petty

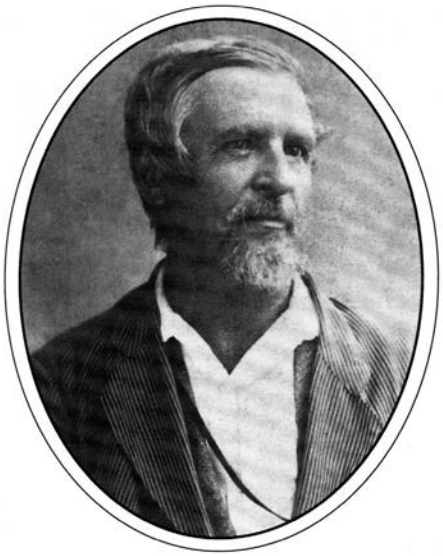
Longer Than a Man's Lifetime in Missouri. By Gert Goebel. Translated by Adolf E. Schroeder and Elsa Louise Nagel. Edited and with an introduction by Walter D. Kamphoefner and Adolf E. Schroeder. Columbia, Missouri: The State Historical Society of Missouri, 2013.

In 1834, eighteen-year-old Gert Goebel (1816–1896), his parents, and two sisters left their hometown of Coburg in Thuringia for America. They were part of the Giessen Emigration Society, a group of educated, middle-class German emigrants led by Friedrich Muench, a pastor, and Paul Follenius, a lawyer. Disillusioned by the political and social situation in German lands and inspired by the writings of an earlier German emigrant, Gottfried Duden, they sought to establish a free, independent, and German-speaking society on the American frontier. Things did not turn out as planned, however. Members of the society dispersed, and the Goebels found themselves on a remote piece of land in Franklin County, Missouri, attempting to lead the life of pioneer farmers with mostly Anglo-Americans as their neighbors.

Four decades later, Gert Goebel decided to write down what he had experienced during those "earlier days…, because only a few of those who had lived through these experiences were still alive, and it might be interesting to future generations to learn from an eyewitness what Missouri was like in the days of their grandfathers and great-grandfathers" (1). The result was *Länger als ein Menschenleben in Missouri*, published in 1877. As one of the early German settlers in the state, who had hunted in the bush and farmed himself, who had been a surveyor of Franklin County, an ardent Republican and state representative for Jefferson County (1862–1864), a state senator (1864–1868), and a chief clerk of the state register (1870–1871), Goebel indeed looked back on an unusually rich life.

Almost a century later, the State Historical Society of Missouri engaged Elsa Nagel, a retired German professor, to translate Goebel's work, but her translation was not published before her death in 1973. It took another forty years and fine-tuning by Adolf Schroeder and others for the work to be published in English in 2013 under the title *Longer Than a Man's Lifetime in Missouri*. The book benefits greatly from the excellent introduction and annotations by Adolf Schroeder and Walter Kamphoefner. They provide important historical background information, context, and corrections; and by consulting census data, county histories, emigration records, and other documents they also give painstakingly researched personal details, including names, dates, and events. Photos added throughout give faces to names and show landscapes and towns as they appeared in the 1800s.

In 33 chapters, *Longer Than a Man's Lifetime in Missouri* focuses mostly on those aspects of Missouri



Gert Goebel, undated

history that Gert Goebel himself experienced in and around Franklin County. Since Goebel's neighbors were Anglo-Americans, Gert learned English quickly and became acquainted with "old American" ways more easily than did other Germans who had settled next to each other. At the same time, because he was eighteen when he immigrated, Goebel had the foundations of a German upbringing and education. Thus he was in the unique position of being able to view both Anglo- and German-American society from the inside as well as the outside. His descriptions of his fellow Missourians and their customs are opinionated, but they also show understanding and are laced with humor.

Goebel's descriptions of the "old Americans" are especially interesting. He has a lot of respect for the "old class backwoodsmen," most of whom had come to Missouri from Kentucky

and Tennessee in the early years of the nineteenth century. They had hardly had any formal education, but they knew how to live on the frontier, were expert hunters and trappers, cleared just enough land to grow corn, vegetables, and a little cotton for self-sustenance, and constructed simple, practical houses with large verandas. They lived far apart, but came together to tackle certain tasks as a group, such as logrolling, cotton picking, and quilting. Their traditions at first seemed strange to the Germans, especially their way of celebrating Christmas (no church and no Christmas tree, but everybody shooting rifles into the air), their preference for whiskey and fermented cider over beer and wine, and their fondness for barbecued meats. Goebel credits the old pioneers as "a very important element in the advance of culture during their time. They were not the proponents of civilization, to be sure, but they were the first pathfinders without whom it would not have been possible to introduce well-regulated conditions [in Missouri]" (117).

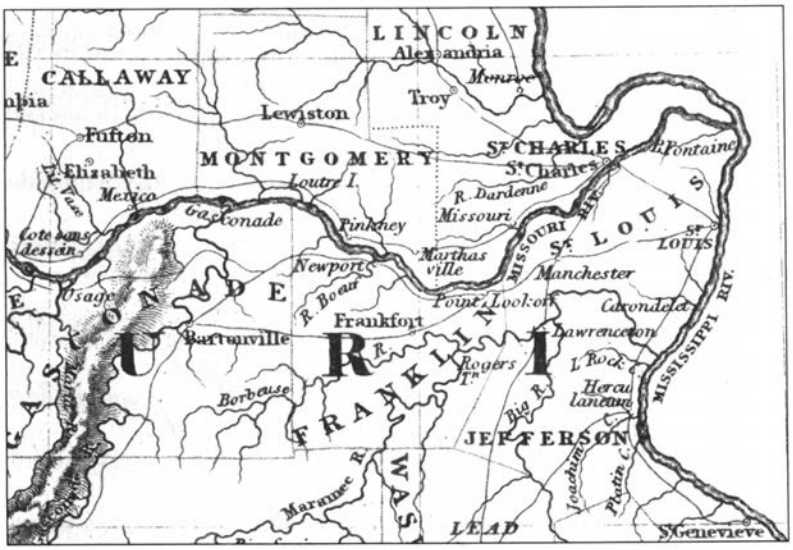
Goebel has less friendly words for larger plantation and slave owners, of whom there were few in his part of the state. He also has little regard for what he called "a class of settlers of American extraction . . . whom one could only count among the less useful citizens." He describes these Americans as "the lowest class of whites from the slave states" who only live hand-to-mouth and are otherwise "indolent," but who nevertheless never seem to "feel unhappy or uncomfortable" (116).

Among the early Germans, Goebel distinguishes between those who were able to accommodate themselves to their new circumstances and surroundings and the ones who were not. "Those who had worked in the woods and on the fields of their old country and whose brains had never been confused by reading books about foreign lands, soon adjusted themselves" (50). The intellectuals, the so-called Latin farmers, though perhaps less successful as backwoodsmen, also made an important contribution to society by being "scattered atoms of intelligence" to which later educated and motivated immigrants, namely the 48ers, would attach themselves (33).

Goebel has high respect for those 48ers, who left their comfortable lives in Germany to pursue their ideals in America, and who were educated, but did not hesitate to roll up their sleeves. He has many friends among them, including Julius Schmidt from Saxony, who had been a member of the provisional government in Dresden, a political refugee who eventually settled with his family in Washington, Franklin County. "I at that time was a 'semi-polished' backwoodsman with a faint tinge of German education" and "[Schmidt's] stories and observations were always very pleasant entertainment" (269).

Those Germans, however, who tried to transport European social hierarchical structures to Missouri, like the members of the Berlin Society, "did not last and left no good impression. . . . The old Americans watched the activities of these aristocratic people in silent astonishment, but the Germans laughed at them, for the aristocratic ceremonial and rather strict etiquette at their social functions contrasted strangely with the simple customs of their neighbors" (18).

The members of the Goebel family adjusted and assimilated in different ways, too. In Coburg, they had lived a comfortable city life before Gert's father, David Goebel, a mathematician and professor, had enthusiastically organized his family's emigration. Now they found themselves in a log house in the middle of the Missouri wilderness. "In this den we



Franklin County, Missouri, and neighboring counties, 1831

were now supposed to develop into backwoodsmen. This transformation did not take place as far as my father, mother, and younger sister were concerned, but proved all the more successful with my older sister and me" (57). From American frontiersmen Gert learned practical skills like building fences, cutting logs, and hunting, and his sister Hilda soon married a young American. However, their father spent more and more time in St. Louis, supplementing the family income with work as a surveyor and tutor. In fact, as we learn from the introduction, David Goebel eventually moved back to Germany, where he died in 1872. Gert Goebel concludes that "one finds very frequently that the children of these first German immigrants made far better progress materially than did their parents. Prejudices and habits, which the old ones brought with them, and of which they could not rid themselves, proved less of a hindrance for the second generation" (91).

Goebel also held critical opinions about the "Old Giessen Emigration Society." In his eyes, their plans were naïve from the beginning and their members ignorant and ill-qualified, but he also recognizes the personal qualities that each individual brought to the endeavor. Friedrich Muench, in particular, became a life-long friend, and Goebel dedicated his book to him.

Longer Than a Man's Lifetime in Missouri is sprinkled with humorous anecdotes and stories, such as Goebel's first rafting trip on the Missouri River, attempts to bury a corpse in frozen ground, and bird-shooting matches. At the same time, Goebel also describes the hardships and dangers of those early days that included floods, children lost in the forests, destroyed crops, accidents, crime, and frontier justice.

Goebel observes that as the years went by, Germans were influenced by Americans, and Americans took on some German customs—they even acquired a taste for beer! Language was one area where he sees the most dramatic and somewhat regrettable changes. He bemoans the fact that many "Germans from the working and peasant classes… have larded their home dialect, for they spoke nothing else, with English words to such an extent that it became almost unintelligible" (289). He also chides the linguistic purists who would rather use a contorted, unrecognizable German word when a well-known English word would be more appropriate. English words that in Goebel's opinion should be included in the German language used in America are skillet, blackjack, bluff, store, and any words specific to American flora, fauna, and geography. Goebel, however, was mistaken as far as the future of German in Missouri was concerned: "In spite of all the unnecessary mutilation that the German language has to endure, . . . it will neither go out of use in the United States, nor lose much of its original purity. The many intelligent Germans who now look at the country as their home and the numerous usually well-written newspapers and journals . . . exert so great an influence in favor of the maintenance of our native tongue that it could never be distorted beyond recognition or even crowded out. On the contrary, it will become more and more firmly established . . . , for the unbiased and progressive Americans have recognized very clearly the importance of the German language to this country. Many of their children are now receiving instruction in it, and many a young American seems to find it a pleasure to be able to take part in a German conversation" (295–296).

Most of Goebel's accounts are based on his own experiences or on stories he had heard first-hand from friends and neighbors. In some cases, however, his sources are less obvious. This is particularly true in the seven chapters that deal with the Civil War era: a pivotal time for Missouri and a time when Goebel himself was deeply engaged in state politics. Thus it is unfortunate and somewhat surprising that these chapters are much less personal than the first three quarters of the book. As Goebel describes the general conflicts between pro-Union Missourians (including most Germans) and rebels, events such as the capture of Camp Jackson, important military battles during the war, and political battles afterwards, it is not clear what his sources were and to what degree he himself had been close to the events.

Longer Than a Man's Lifetime in Missouri is not only an important addition to the corpus of personal immigration literature, it is also a rare account of the life of early Anglo-American settlers in a frontier state—and it makes for an enjoyable, often entertaining read. We are grateful to the State Historical Society of Missouri and to the editors for making Gert Goebel's reminiscences available to a wide audience today.

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