

THE GERMAN LANGUAGE PRESS AND AMERICANIZATION

A Study of American Newspapers Published in the German  
Language With Respect to Their Probable In-  
fluence Toward the Americanization  
of Their Readers. 1732-1928

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To

MY PARENTS

Whose Appreciation of the Finer Things in Life

Has Made My Educational Opportunities

Possible



#### ACKNOWLEDGEMENT

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*Leo E. Quehring*

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# THE GERMAN LANGUAGE PRESS AND AMERICANIZATION

## A Study of American Newspapers Published in the German Language with Respect to Their Probable Influence Toward the Americanization of Their Readers, 1792-1929

### Introduction

It has been said that the subject which is of greatest interest to anyone is his own self. Next in order would naturally come those institutions which will in some way determine his future welfare or which have in the past conditioned in some way his course of life.

Thus it was in the case of the writer when the time came to choose a subject for a thesis. Many worthwhile topics came to mind; many phases of journalistic practice beckoned interestingly. Yet always when a final choice had almost been made, thoughts somehow went back to that one subject considered long before, the German Language Press.

Not that the writer was in any way personally interested in the welfare of the German Language Press

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or in its passing. Rather it was because this subject suggested a question which has been called into existence long years before and which had been left unanswered as it had arisen. It dated back to the World war and to the intense hatred which the war period brought with it for all things German. It dated back to that time when an aroused public demanded the complete abolition of the entire German press.

The writer had the fortune, good or bad, of living at that time in a community which was composed largely of persons in whose veins flowed German blood, and in a locality where German language papers had circulated freely and as a matter of course. Then came the war. Then came the attacks and counterattacks on the German language press.

War time, however, is a poor time in which to evaluate an institution. Prejudices on all sides wax strongly and a perfectly uncolored viewpoint is next to an impossibility.

But the World war at last is over, has been for ten years, and so it was felt that the time probably had at last come when a sane and scientific evaluation of the German language press might be undertaken. Queer enough, one hears little in defamation of this minority journalism from the public today. Even those who raised their voices to the highest pitch then have returned to a non-understandable mumble. The time of conflict has evidently been forgotten.

This attitude of an ephemerally minded public

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is not to the liking of one who takes social questions seriously. If an institution is really so dangerous as the German language press was painted during the time of War, it would seem that its existence in time of peace might at least be challenged. If it was contrary to the best interests of its country in time of conflict why should indifference follow in the wake of a less critical statesmanship after the smoke has cleared away?

Such were the questions which came to the writer when he considered the possibility of the subject as the basis of a thesis. He wanted to know the answer to these questions. Here was an opportunity to find out. So he chose this subject.

The best way to become acquainted with anything is to associate with it at first hand. Working with that principle as a key, numerous German language papers were subscribed for and studied from day to day. The final study was made on the basis of 30 issues each of five dailies, 150 papers, but various other publications were more casually examined.

A technique was developed and certain definite goals set up. To continue for seven months so specifically along a path laid out proved rather trying at times. However it provided data on the basis of which definite conclusions could be arrived at.

Literature in this field was decidedly limited. Robert E. Parks' "The Immigrant Press and Its Control" is the classic in the field but it covers the entire foreign language press and can therefore not go into detail in the characteristics of any one language.

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Soltes Mordecai's "The Yiddish Press, An Americanizing Agency," was the only study of a single press available and the technique used in this particular New York survey could not be duplicated satisfactorily. Consequently the writer was left largely to his primary sources and to the current popular literature of the various periods. The assistance of the Foreign Language Information Service a little later facilitated matters considerably.

The inquiry was found to be as involving as it was interesting. Due to the stress placed upon the Americanization phase of the investigation, sociological questions were touched upon at all points and the writer found it necessary to refer constantly to the works of authorities in the latter field.

In order to paint a continuous and complete picture of the historical development of the German language press, reference to a large number of primary and secondary sources was necessary. Everything was done to include any bit of material which might help to present the German language press of this country in its true relation to the Americanization function.

It must be confessed in all frankness that the writer expected to confirm his initial convictions that the welfare of this country demanded that the German language press should be eventually, if not at once, abolished. The impressions of war days and the detachment of the third generation combined to make such results seem highly probable.

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Neither, however, entered into the manipulation of data. The writer was willing to abide by his findings.

If then this thesis fails to prove what some would rather expect it to prove in regard to the German language press and its relation to Americanization, that state of affairs is the outgrowth of neither admiration nor contempt for the institution under consideration. Conclusions are what they are because facts, cold facts, would not have it otherwise.

It is hoped that similar studies dealing with the German language press and the foreign press in general will be undertaken in the future. Such investigations have the unique prerequisite of a thorough mastery of the language in which the papers to be studied are published, but it is believed that this added difficulty will be more than offset by the light which will be thrown upon the important field of citizenship.

If the writer has in any way suggested the significant place held by the German language press in contemporary American life, and created a desire on the part of other investigators to follow up the findings here presented, he will consider this a greater contribution than the sum total of all the data which he is offering toward the solution of the problem.

His wishes will then have been fully realized.

THE GERMAN LANGUAGE PRESS AND AMERICANIZATION

A Study of the German Language Newspapers of the United States  
In Relation to Their Probable Influence Toward the  
Americanization of Their Readers- 1732-1928

A - WHAT HISTORY HAS TO TELL

Chapter I - BEFORE THE WORLD WAR

A - Earliest Period -- 1732-1800

Authorities generally agree that the first foreign language periodical ever to be published in the United States was in the German language. They do not, however, agree upon the time or the name of the first publication.

The conflicting data may be attributed to the fact that the forerunners of the modern German language press in the United States were generally short-lived. Not infrequently a paper was discontinued for a time and later revived under a different name. This naturally tended toward confusion in the literature.



Benjamin Franklin, that versatile man who attempted so many things, was also responsible for the first effort to establish a German language publication in this country. As early as 1732 he published the first issue of the Philadelphische Zeitung in Roman type. Failing to get 300 subscribers, however, he subsequently issued a second sheet to announce the discontinuance of the paper. (1)

From Philadelphia the scene shifted to Germantown. Here, in 1739, appeared the first issue of Der Hoch-Deutsche Pennsylvanische Geschicht-Schreiber or, The High-German Pennsylvania Historian. (2) It was edited by Christopher Sauer, an eminent pioneer printer of German Quaker stock. Thirty years had passed since the founding of the Boston News-Letter, the first English language publication in this country, but only five other papers had made their appearance since that time.

The Historian was not a newspaper in the modern sense of the term. A sub-title characterized it as "A collection of important news from the kingdom of nature and of the church," and this is what it seems to have been. in a general way it partook more of

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1) Dill, W. A. Growth of Newspapers in the United States, p. 43  
 Note: According to Mr. Dill a facsimile of the title page of the Zeitung is given in Oswald's Benjamin Franklin: Printer.

2) Park, Robert E. The Immigrant Press and Its Control, p. 253

the nature of an almanac than of a news-sheet. However, for the time it served adequately the field of the then recognized field of human interest.

### Competition

The Historian's first rival came four years later, (1743), when a second German paper was started in Philadelphia by Joseph Crellius under the name of "The High-Dutch Pennsylvania Journal".<sup>(3)</sup> The Historian, by this time known as the Reporter, however continued as the favorite and eventually attained a circulation of 4,000 while the Journal passed out of existence after a few years.<sup>(4)</sup> As time went on it became more newsy in content and as the German population increased it became the tie by which the scattered German settlements of New York, Virginia, the Carolinas and Georgia kept in contact with Pennsylvania and the old country.

Godhart Ambruster's Zeitung, 1748, appeared fortnightly until the time of the Revolution when it was suspended.<sup>(5)</sup> Henrich Miller for the first time used the German type in his Woehentliche Philadelphische Staatsbote, which appeared from January 1762 until the

3) Thomas. Quoted by North, S.N.D. in The Newspaper and Periodical Press, Report of the Dept. of Interior, Census of 1880, p. 16 (Probably taken from History of Printing.)

4) Park, The Immigrant Press, p. 254

5) Dill, Growth of Newspapers in the U. S., p. 43

British took possession of the city in 1777. After the evacuation it was revived until 1812 when it was discontinued for good. (6)

Sauerman's son carried on his father's work and founded the Geistliches Magazin, or The Religious Magazine, in 1764. This is said to have been the first religious journal published in any language in the United States. The venture prospered for a time only and was characteristic of several similar attempts to found a magazine during this period. (7)

The original German printing outfit which had been established at Philadelphia was placed there at the expense of a London society which had been organized especially for the purpose of promoting religious knowledge among the German immigrants in Pennsylvania.

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6) North, Newspaper and Periodical Press, p. 126  
Dill, Growth of Newspapers in the U. S. , 44  
North, Ibid., p. 127

B - Second Period -- 1800-1850

Up to the beginning of the 19th century the German language press had remained comparatively indifferent to political activities but it now began to take a decided stand upon all issues. <sup>(9)</sup> The outbreak of the French Revolution tended to retard German immigration to the United States and subsequently the German element in this country and its press tended to show much more of a self-sufficiency than before. The interplay of other nationalities also left its effect and as a result the chief subjects of interest had to do, more and more, with the solution of immediate problems, rather than with the troubles of Europe.

In 1762 there had been five German papers in Pennsylvania. <sup>(10)</sup> By 1810 that state claimed eight German language weeklies and one which appeared in both languages. There is no record that attempts along similar lines were made in other states. <sup>(11)</sup> In 1815 the number had increased to something like 25. <sup>(12)</sup>

The Tide

The Reading Adler, 1796, was in 1884 the oldest German language newspaper then published in the United States and it continued to exist as late as 1909. Next in seniority came Der Volksfreund und Beobachter, 1808.

(9 to 12 - See bottom of p.6)

The middle of the 19th century saw the rise of the most important papers of the early market. immigrant. Only two of the large German language dailies were established after 1870 and these were in cities which already had daily German news. (13)

The paper which today has the largest circulation, the New York Staats- Zeitung , was founded in 1834 by Jacob Uhl. At the present time it is owned by the Ridder family. This paper at first appeared as a weekly, changed to a tri-weekly in 1842 and three years after that it became a daily. A decade before the World War this paper could claim the largest circulation of any paper printed in the German language, not excepting those of Vienna, Berlin, Cologne or Frankfurt. Sixty to 75,000 copies of German-American newspapers regularly circulated in the German Empire during this period. ( 14

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- 10) Faust, A. B The German Element in the U. S., 1919.p.368
  - 9) Koerner, Gustav. Das Deutsche Element, 2nd. Ed., p. 63
  - 11) North, The Newspaper and Periodical Press, p. 127
  - 12) Basse, Das Deutsche Element in den V. Staaten, p. 111  
Quoted by Park, The Immigrant Press, p. 254
  - 13) Park, Ibid., p. 266
  - 14) North, Ibid., p. 127

In 1834 North said of this paper:

"It is edited with the same care, skill and ability which distinguished its American contemporaries in the metropolis and the same spirit of enterprise marks its methods of conducting all departments."<sup>(15)</sup> In general this writer felt that the German papers of that period were marvels of business thrift and prosperity.

During the Civil War St. Louis and Cincinnati were the centers of the German language press. In the former city the German circulation totaled 21 per cent of the aggregate daily circulation of the city and in the latter 28 per cent. In New York it was 10 per cent.

Carl Schurz, whom someone has called Germany's greatest contribution to America, became editor of the St. Louis Westliche Post in 1834. The Cincinnati Volksblatt, which appeared as a weekly in 1835, became a daily in 1836 and was later merged with the Freie Presse to become the only German daily of that city. Markbreit, mayor of Cincinnati, was its editor. All these papers championed the cause of the North and were largely responsible for the remarkably large number of volunteers in the Union army.

In 1850 there were 133 German language newspapers in the United States. Six years later, 1856, this number had been reduced to 76 according to Coggeshall.<sup>(16)</sup> Twenty-six

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15) Ibid.

16) North. Ibid.

17) Quoted by North, Ibid.

of the 76 papers were dailies, distributed as follows:

Cincinnati, New York, Philadelphia, Milwaukee, St. Louis  
had four dailies each;  
Pittsburg, Baltimore, New Orleans, 2;  
Chicago, Louisville, Belleville, Newark, 1.

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C - Third Period -- 1850-1900

In the 'Fifties and 'Sixties Pennsylvania was still leading in the number of German language papers published, as from the first. But the press center was slowly shifting to the larger rural towns of the Northwest and to the Middlewestern cities, especially to Ohio and Wisconsin. The Illinois Staats-Zeitung, a well known old German daily, was founded in 1848 and first edited by two 'Forty-Eighters. The Chicago Abendpost was established 42 years later (1889).

As the papers increased in age they became more stable. Fresh from Germany, many editors had at first devoted most of their time and space to the expression of those views for which they had in many cases been driven to leave their old home. As time went on and their desire to give vent to their convictions had been realized the social tension relaxed more and more until a definite ~~point~~ local and national character had been assumed.

The great majority of the German journals which continued to live for any length of time were founded between 1860 and the close of the Civil War.

The mortality of these journals was however exceedingly large. Coggeshall in 1856 said that of 72 German papers founded during the 25 years previous to that time, only 21 had been in existence nine years. Fifteen of these 21 ceased to exist before the end of the period.

In 1880 there were 641 German periodicals in this country, 80 of which were dailies, 466 weeklies and the 95 others of various other types. Table I compiled from the census report of 1880 by North shows the status of the German language press at that time.

Table I - German Language Press of 1880 - General Information

Number of Periodicals			Aggregate Circulation per Issue			Number Established - 1880	Number Suspended 1880
Daily	Weekly	All Others	Daily	Weekly	Others		
80	466	95	447,954	1,326,248	708,060	41	33

In 1872 the German language journal total had risen to 523 and in 1881 to 799. That year the German press represented seven per cent of all periodicals of every kind and description in the United States. Fifteen languages were represented.

18) - Ibid., p. 127  
 19) - Ibid., p. 170



The following historical information may be introduced at this point for purposes of reference. It summarizes some of the information which we have just discussed :

Table II- Dates of Origin of the Large German Dailies \*

Names	Year	Published at	Circulation 1928
N. Y. Staats-Zeitung	1834	N. Y.	95,511
Westliche Post	1834	St. Louis	16,350
Volksblatt, (Merged with Freie Presse )	1836	Cincinnati	
Illinois Staats-Zeitung	1847	Chicago	16,500 (Weekly)
Waechter und Anzeiger	1852	Cleveland	14,636
Herold	1861	Milwaukee	27,202
Abend Post	1866	Detroit	19,5000
America	1872	St. Louis	
Abendpost	1889	Chicago	47,283

\* Dates from Park, The Immigrant Press, p. 266  
1928 circulation figures from Editor & Published Yearbook.

The years following 1880 saw the beginning of a decided change in the status of the foreign language press, particularly in so far as the German language press was concerned.

Space does not allow a detailed study of these years and it is not extremely necessary at this point. We may, however, nevertheless gain a satisfactory view of the period in miniature by examining the following tables taken from the census reports of 1900. They will give us sufficient information to span the necessary bridge between the earliest years of development and the present time, the period in which this thesis is particularly concerned.

Table III - Ranking of the Various Foreign Languages According to the Number of Publications in Each Group. - 1900 \*

Language	Number of Publications		
	1900	1890	1880
Total	18,226	14,901	11,314
German	613	727	641
Scandinavian	115	112	49
Spanish	39	29	26
Italian	35	13	4
Yiddish	Not Listed	"	

Several characteristics may be pointed out in the above table:

The German press is leading its neared rival by

\*U. S. Census Report, 1900, Part III, p. 1048

almost six lengths and the third-place paper by 16 lengths. German is thus seen to have held its lead during the 30-year period but already it is losing ground in respect to number of periodicals published. The Italian group is at this time in fourth position and the Yiddish press, which will after a while lead all others in circulation per issue, is not even listed. The following tables are a part of this same study:

Table V - Number of Languages Represented in the U. S. Press \*

1880 -	15 Languages
1890 -	30 Languages
1900 -	25 Languages

Table VI - Per Cent Each Language Composed of the Entire Press of the United States. - 1880 - 1900 \*

Language	1900	1890	1880
English	94.3	92.9	92.9
Scandinavian	6	8	4
German	4.	4.9	5.7

In spite of the fact that the number of languages other than English has been doubled, the English continued to hold its initial ratios

In Table VII a comparison is made between the increase or decrease of the circulation of a particular language press and the increase or decrease in the number of

\* U. S. Census Report, 1900, Part II, p. 1048

immigrants from the country of that language. The decrease (relative) of the German publications is noticeable.

Table VII - Increase or Decrease of Foreign Language Papers Compared to the Increase or Decrease in Population Born in the Countries in Which Those Languages Are Spoken.\*

Language	Per Cent Change of Publication		Per Cent Change in Population	
	1890 to 1900	1880 to 1890	1890 to 1900	1880 to 1890
Italian	150.	250.	165.2	312.8
Polish & Rus.	85	90	144.7	291.1
French	31.1	9.8	7.8	5.8
German	16	17.6	4.2	41.6

One conclusion may be reached as a result of these figures:

The foreign language press depends for its support largely upon the comparatively recent arrivals, and when immigration from a country decreases, the number of publications printed in the language of that country also decrease, and vice versa.

The following may be of interest:

Table VIII - Number of Residents of the United States born in Germany to each publication in this country Which Is Printed In the German Language.

Language	1900	1890	1880
German	4,213	3,693	3,068

Ibid.

## D - Fourth Period -- 1900-1920

The decade between 1900 and 1910 presents a continuation of the process begun earlier.

In 1909 the German dailies had more than two-fifths of the total circulation of dailies in the entire foreign language group. But the downward path continued. The Yiddish group, on the other hand, has come up from obscurity, into second place, claiming nearly one-third of the entire foreign language circulation total. It was at this time well on its way to where it passed the German group in circulation per issue nine years later. The Italian group came up from fourth to third place.

Table IX - Number of Dailies Within the Four Major Foreign Language Groups. \*

Language	1909	1904
Total	137	127
German	65	75
Yiddish	11	8
-Italian	10	7
French	9	8
<u>All German Papers</u>	654	724 **

\* U. S. Census, 1910, Vol. X, p. 792

\*\* Park, Immigrant Press, Table Opposite p. 320

Table X - Average Combined Circulation Per Issue  
For the Four Groups Leading in This Respect.\*

Language	1909	1914	Per Cent Increase During 5-year Period
Total	1,786,281	1,215,892	46
German	753,115	680,251	10.7
Yiddish	524,900	226,156	132.1
Italian	160,300	91,250	73.5
Polish	88,937	49,616	79.2

The close of the second decade of this century saw the completion of the process which had been evolving through a long period of years. The German language press, always leading all others in every respect at last saw itself outdone in one particular. The Yiddish press which 20 years before had not even been listed now broke the record which the German papers had held for almost 200 years by leading in average combined circulation per issue, as may be seen from the following:

Table XI - Average Combined Circulation Per Issue For  
Language Groups Leading in This Respect

Language	1910	1914	1909
Total	2,710,265	2,599,927	1,786,281
Yiddish	676,145	732,910	524,900
German	534,996	823,062	753,116
Polish	560,161	207,380	88,937
Italian	270,445	269,674	160,300

\* U. S. Census Report, 1920, Part I, p. 385

When we translate this information into percentages we get the following results:

Table XI(a) - Per Cent Increase or Decrease(-) in Average Combined Circulation for the years indicated\*

Language	1909-1919	1914-1919	1909-1914
Total	51.7	4.3	45.5
Yiddish	28.8	-11.4	45.3
German	-48.0	-53.2	9.3
Polish	305.	73.7	133.2
Italian	68.7	3.	68.2

The following tabulation shows the total number of papers of all papers for the above language groups.

Table X (b) - Total for All Papers of the Four Language Groups \*\*

Language	1919	1914	1909	Rank, 1919
Yiddish	43	31	19	4
German	322	564	649	1
Polish	80	61	45	3
Italian	103	86	75	2

The decline of the German language press is a long story. Chapter II will picture its severest test in the two centuries of its existence - the World War.

\* Ibid.

\*\* Park, The Immigrant Press, Opposite Page 320.

Park does not give the source of his figures and occasionally they fail to check closely with the writer's figures taken from the census reports. They will, however, indicate the relative standing of these papers.

## Chapter II

## THINGS REVEALED BY INTERNATIONAL CONFLICT

" Let us not rush to suppress everybody and everything simply because they or it does not agree with us. There is an arrogant Americanization, not new born, but lately taking rapid growth, that belies the spirit of American liberty. Look to it before you impugn your neighbor's loyalty that by the same tests your own loyalty shall stand. (1

Those who at the beginning of the century feared the foreign language press because of the potential source of danger to our government, saw before the close of the second decade their prophesies put to the test. War had come, conflict with that country whose language was the language of the largest group within the foreign press of the United States.

A revelation was inevitable. Profession made in an editorial way <sup>by</sup> German language papers in regard to loyalty to the American government through two hundred years was at last put to the test. Lip service was distinguished from love that comes from the heart. A choice necessarily had to be made between allegiance to the old home or to the new.

No other agency could have so thoroughly thrown sunlight upon the inner workings of this institution as did war. No other situation could have been half so trying.

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1) Salmon, Lucy - The Newspaper and Authority, Chap. VIII (1923)



A definite stand was inevitable.

Those who at the supreme moment proved faithful to the trust which they had always before claimed they had, undoubtedly were faithful at the core. Their service could be counted as having been genuine during times of peace. Those who were found wanting at the crucial moment had, it may be concluded, been wanting during better times.

The days of war were dark and bitter. <sup>For</sup> ~~In~~ the average American the early days of European struggle were just "another fight" but the immigrant who had but recently come over, and the children of earlier immigrants, who had inherited the traditions of their forefathers, were deeply concerned from the first. There were relatives and friends of another day. Old European antagonisms were awakened. Feeling ran high.

It was not easy to be an editor of a foreign language paper during those days or during those following. Memories and sentiments long forgotten and dormant now came to the surface. Divided loyalties made their appearance. All feelings equally demanded to be satisfied.

The editor had to live and so he did all in his power to hold his subscribers. He could do so only at the price of editorial instability. His was a problem of difficult juggling. Today he would try to satisfy the narrower loyalty of the immigrant reader while still meeting the demands of government censorship and tomorrow attempt to

appease the wrath of the larger anglicized American public. Occasionally he found it necessary to give expression to both views in the same issue of the paper.

The result of this duel process of borderline sidestepping was attack from all sides. Neither group was satisfied. The fever and excitement increased as the days and weeks went by and added to the turmoil and the confusion of the picture. Reason became a nonentity and passion cried aloud.

#### The Charge

One need only go back to the popular English language literature of the war days to get adequate expression of the charges made against the foreign language press, especially against the German. In the Atlantic Monthly of April 6, 1917, Frank Perry Olds hurls the following burning investives:

" Newspapers printed in this country in the German language have said that they are loyal to the United States. Other editors have read their statements and believed them. Americans in general have been led to suppose that our pro-German press, once so emphatic in defense of Germany, is now supporting the United States in the Prosecution of its war against the German Empire.

" But nothing could be farther from the truth. The pro-German press of the country has merely revised its propoganda to fit its present needs.

" Carefully avoiding anything which might lay them open to the charge of treason according to

the letter of the law, German-American papers are daily violating its spirit by spreading a fabric of anti-Government lies, anti-ally calumnies and anti-war agitation. It is their aim to bring defeat to the cause we have espoused by discrediting our motives, by preventing assistance to the allies, and by causing discontent and opposition in our own country.

" Confidently expecting a German victory, they wish to hasten that desirable event by withholding our weight from the allied offence ." (2)

The editors of the Atlantic Monthly put their stamp of approval upon Mr. Olds' denunciation by adding the following foot-note:

" Here in America we bear with the publishing of newspapers in the language of the enemy, though in Europe such forbearance is unknown and almost unconceivable. But now, these papers, unmindful of their privilege, trade upon our patriotism. As Mr. Olds has shown, the bulk of the German-American press in this country consists frankly of enemy papers.

" Enemy papers, printed in the enemy language, protected by our laws and admitted to the privileges of the mails ? That is coddling sedition with a vengeance." (3)

In answer came replies such as the following from the editorial columns of the Chicago Staats-Zeitung, on September 10 of that year:

-American

" The German press of America has been in existence for more than 170 years and during all these years the 550 newspapers published in that language have never had any other object but to make out of their readers good American Citizens and to urge them to learn the English state language of the United States as fast as possible, in their own as well as in their country's interest." (4)

2) Olds, F.P. Disloyalty of the German Language Press  
Atlantic Monthly, April 1917.

3) Obid.

4) Park, C. W. The Strategic Retreat of the German Language Press  
North American Review, May 1918, p/ 706

Edward Bierstadt adequately championed the cause of the foreign language press in the February 13, 1921, issue of the New York Times. He shows conclusively that during the period of the war the government was decidedly benefitted by the millions of words printed in support of liberty loans to which the foreign born subscribed generously as a result, by the enormous space given to all government information, and by the enthusiasm with which every patriotic effort was met.

" It has been only through the foreign language press that the government has been able to explain to its citizens of foreign birth the objects and meaning of the draft laws, liberty loans, income tax laws, and every national problem which affects the immigrant.

.....

" The native press of America was not one whit ahead of the foreign language press during the war in its support of these measures." (5

### The Process

But we are already looking a bit too far ahead. Let us retrace our steps to review briefly the process by which the German language papers reached their state of usefulness to the government.

Park arbitrarily divided the process into three periods: The central powers period, the period of wavering, and the American period.

(6

5) Quoted by Salmon, The "Newspaper and Authority, p. 216

6) The Immigrant Press, p/ 207

The central <sup>w</sup>poers period was distinguished principally by an indorsement of German methods as distinguished from those of the allies. This was before the United States entered the conflict and it may be taken as natural that sympathy of the editors would be with the people of their ancestors.

Unqualified pro-Germanism was characteristic. Germany's well known diplomatic integrity, as affirmed by them, was the favorite topic of discussion. In fact Germany seemed to have the corner on diplomatic honesty.

If any German action was in question, this was to be ascribed to English calumnies, news distortions and an antagonistic subsidized press.

As the errors of their German government became more and more apparent, as exemplified in the exposed attempt to make a treaty with Mexico and Japan, the German language editors in this country became uneasy. But their faith in the German government continued unshaken while German officials as individuals were severely taken to task. Even with the sinking of the Lusitania there were those who found the action excusable.

By this time the editors were, however, on the defensive and a rigerous pro-German drive was impossible. Silence, for a time, was the safest retreat but a minimizing of the "diplomatic perfidity of the Fatherland" was still attempted at scattered intervals. With Count

Luxburg's "spurlos versenkt" message and Bernstorff's intrigue the final crash came and even the most obstinate of editors realized at last that there was something wrong on Wilhelmstrasse. (7) This change of attitude marks the opening of the actual American period.

" The change from unqualified pro-Germanism to a fairly consistent, though at times perfunctory Americanism was brought about by .... degrees." (8)

" After having idealized Germany for years and after having defended her war measures against a preponderance of adverse American opinion, they could hardly be expected to oppose her without a reasonable period of mourning for their dead illusions.

.....

" The adoption of a properly hostile attitude toward the Fatherland was doubtless made ~~easier~~ easier by the accumulation <sup>of evidence</sup> in the hands of the United States government .... At least these revelations .... proved the folly of further attempting to .... oppose the overwhelming force of an aroused public opinion." (9)

### A Change in Tone

A first-hand study of the editorial expression of a given German language paper on a certain subject over a period of time quite strikingly demonstrates the attitude during the three periods of adjustment. We have no time for such an examination at this point but the entire retreat may be accepted as a masterly one.

<sup>1</sup>  
8) Ibid

9) Ibid, p. 19

## Supervision

The reluctant shifting of the editorial point of view came in nearly all cases of the editor's own final will and accord. During the period in which the turn-about-face was enacted, the German-language papers went practically unhampered by censorship.

"A tolerant, though watchful, government, realizing the difficulty of their position, gave them the benefit of every doubt and made it as easy as possible for them to become reconciled to the painful reality of war between America and the Fatherland." (10)

Under the Trading With the Enemy act and under the Espionage act, the government took action practically as it had in 1890. All work was in charge of the Postmaster-General.

Section 19 of the act first mentioned required of all foreign language editors that they file with the postoffice department translations of all editorial and news matter in which reference was made to the United States government of the conduct of the war. As time went on licences were granted to those who were deemed to warrant confidence that they would not abuse the privilege granted. As a result they were excused from filing the translations until such a time as the licence would be revoked because of abuse.

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10) Ibid.

It is interesting to note that of the 650 permits of this nature granted between October 5, 1917, to January 14, 1919, 74 went to German papers. At a general time when there was general demand throughout the country for the total suppression of the German press, very few papers were denied the use of the mails and none were directly suppressed by the postoffice department. (11)

### Propaganda

It is useless to deny that attempts were made by the German government to control the German language press of the country. Propaganda is now recognized as part of the grand strategy of war and the allied as well as the Entente used it in this country to further their cause during the early days. The German people, however, realized the power of propaganda earlier and more completely, it would seem.

The point to be made is this, however, that German propaganda was not confined to the German language press, and here is where many well-meaning Americans erred. They made no discrimination between the inoffensive German language paper and powerful American language papers which were more pro-German than the German press itself.



A number of correspondents , particularly of the anti-British Hearst papers, were in the pay of the German government. The most notable example was William Bayard Hale who as head adviser of the German Information (Press) Bureau from December, 1914, to December 1915, received a salary of \$15,000. He was confidential agent of the German embassy in Washington at the time he went abroad to represent the Hearst Syndicate. (12

Negotiations were set on foot to secure possession of the New York Sun and the Washington Post, and eventually the New York Daily Mail was purchased at a cost of \$759,000. These facts are presented here in passing to show the general plan of the propaganda and to demonstrate that even the most radical of German language papers were not alone in their stand.

There is very little evidence to show that German language papers were influenced by money. "So far as they supported the German cause, [either before or after America entered the war] they did so out of loyalty to the home country and in response to a long-cherished and continually nourished animosity to England." (13

As the Cleveland Waechter und Anzeiger put it ,  
June 22, 1917 :

" The German language newspapers of this country are today as loyally American as any English language paper; better than many. They are only anti-British and have of course given emphatic expression to this anti-British sentiment." (14

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12) Ibid., p. 424

13) Ibid., p. 428

14) Park, W. C. - The Strategic Retreat, p.718

According to senate documents, the only German language newspaper that was known to have received, directly or indirectly, any financial aid from the German government was the New York Staats-Zeitung. The sum in this case amounted to \$15,000, and the debt on the paper at the time was \$300,000, showing that economic pressure might have played a definite role. (15

### Conclusion

The war is over. Nearly 10 years have passed since the signing of the armistice. With the clearing of the smoke there has also passed much of the passion and bitterness of that period.

The German language press, too, may today be considered in a new light. It is not to be whitewashed of its sins. It is not to be excused for the stubbornness and for the hesitancy with which it cast its lot with the allies after this country had made common cause with them. They should, however, be seen in the proper perspective.

In spite of the potential danger which they remained as long as hostilities lasted, unspeakable good came from them. Once they had weathered the storm of prejudices and cast their lot definitely with America, they proved the most efficient tool of the government for work among the foreign born. They did their part to help win the war.

When the difficulty of the foreign language editor's problem is fully understood, one wonders that he did so well as he did.

(Senate Doc., #68, Vol. II, p. 1569-71  
Quoted by Park, The Immigrant Press.

### Chapter III

#### THE PERIOD SINCE 1920 ---

In the earlier chapters of this thesis we traced the rise and fall of the German language press in the United States.

We began with Franklin in 1732 and followed the gradual evolution and development of this institution from Pennsylvania to all parts of the nation. We familiarized ourselves to an extent with the nature of the larger and earlier dailies and examined circulation figures as given in the Census reports since 1880.

We saw the German dailies setting the pace for nearly two centuries but always growing less in number until the greatest war ever known to man dealt a final blow. We saw how the average combined circulation per issue for the German language papers dropped from 953,116 in 1909 to 384,996 in 1919 to let the Yiddish press with its 676,145 readers per issue steal into first place on this basis of classification.

The period with which this chapter is concerned begins with the close of the second decade of this century, 1919, and continues up to the present time, 1928. While that time covers the developments of the most recent octennium, authoritative data is arrived at with difficulty. There

is no census report to refer to and primary sources are difficult of access. Secondary sources are largely tentative and not wholly reliable.

#### A - First Period - 1920-1925

The German press has consistently held first place in number of papers published as long as there have been press statistics.

German immigration came in three great waves, the peaks of which were reached in 1854, 1873, and 1882 respectively, with decided recessions between. Since 1882 there has been a steady falling off so that although the German ~~press~~ still comprises the largest foreign speaking group it ranks only third in the number of arrivals since 1900.

The largest number of German papers were published during 1893-94, but the decline since then has been much slower than the decline in immigration. Between 1900 and 1920, during which time the total German element increased 37 per cent, 576 German papers were started, but so large a number stopped that for a long time the German press was in constant danger of relinquishing first place even in regard to the number of papers published. However, the German language press has outlasted German immigration more tenaciously than the press of any other foreign speaking group has persisted after its immigration

peak .

In 1885 the German press comprised 79 per cent of all the foreign language papers, and in 1920 it comprised 26 per cent. These figures give an indication of the general development during the past 40 years.

In 1914 the German language press still represented 46 per cent of the entire foreign language group. (2 2  
It is the only group to show a net decrease during the 36-year period, 1884-1920. During that time 1,197 papers were started and 1,542 were stopped, thus making the per cent of stops to starts 129, as compared to 92 per cent for the entire group.

The total number of papers in 1920 was 276, a net decrease of 345 for the 36 years, compared to a net increase of 603, or 49 per cent, for the rest of the group.

The 1925 issue of the Interpreter gives a variety of statistics from which we shall choose in an attempt to better understand the years following 1920. (3

Fifty German language papers, we are told, which existed in 1925 were in existence 50 years before and nine of them could look back more than three-quarters of a century.

The last great wave of German immigration to the United States came to a close in 1899. At that time there were 749 publications issued in that language, 90 of which were dailies. From 1900 to 1920 the German born population

1) Park, Robert E. The Immigrant Press, p.318-

2) Ibid, p. 310 and 312

3) Magazine of the Foreign Language Information Service.

decreased 37 per cent and the ratio of the number of the number of papers using their language decreased in like proportion. The per cent of drop between 1899 and 1920 was 40.

The number of readers has, however, not decreased in like proportion. This is due to the fact that in many cases papers were amalgamated and combined subscription list held for the new paper. In cases where a publication passed entirely out of existence, other papers made a very strenuous and often successful campaign to win these readers for themselves.

In 1904 there <sup>were</sup> 724 German language publications and in 1909 , 654 or 70 less. By 1914 their number had been reduced to 561 and four years ago, 1924, the total was 225; a composite of 22 dailies, 145 weeklies and 58 of other intervals of issue.

The most outstanding case of amalgamation was the consolidation in 1925 of six of the largest German language weeklies into one. The combined paper is now published at Winona, Minn., in two principal sections, one for the general reader with a circulation of about 230,000 and the other for the farmer, with a circulation of 250,000. The tremendous increase in cost of production which has affected all papers swept off many of the German language papers. As one editor put it:

" The continued existance of German language papers in small towns in the near future is doubtful on account of totally changed conditions and the gradually decreasing additions to the German element. We have therefore decided to take this step (change to English) so as to insure to our paper a future and a greater development, and hope that our readers will approve of the change." (5

### Political Outlook

Not only quantitative and linguistic changes have taken place in the German language press, but changes in the political outlook as well.

In 1899, 554 or 74 per cent, of the then existing publications dealt with politics, either as "independents" or partisans of one political organization or another. In 1924, however, only 136, or 60 per cent of the 225 papers were political publications. In the same quarter of a century the Independent papers decreased from 236 to 80. Whereas only 43 per cent of the political periodicals were independent in 1899, 59 per cent belonged to that group in 1924.

Democratic newspapers of all the various shades decreased in the same 25 years from 37 to 16 per cent, while the Republicans added 3 per cent to the original 17. Radical and Socialist were reduced from 14 to 6 are are thus a negligible factor.

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5) Carlstadt, N.J., Free Press, Dec. 31, 1924  
Quoted in the Interpreter for 1925

### Distribution

The South can claim the longest death register of German language papers.

In general the distribution is about the same as it was at the close of the 19th century when German language newspapers were found in 36 states and in the District of Columbia. In 1925, 29 states and the District of Columbia were represented.

Since 1899 the following states have witnessed the passing of the German language press:

Alabama, Delaware, Georgia, Louisiana, Rhode Island, South Carolina and Tennessee. In none of these states had these papers ever been of any importance, however, except in Tennessee where five papers appeared regularly 28 years ago. Dailies were distributed in 1899 over 23 states but in 1924 this number had been reduced to a dozen. New York, the state having the largest number of immigrants, in 1924 had five German dailies where 28 years ago there existed there three times that number.

There are states such as Kansas, California, Iowa, Texas and Maryland which in spite of the fact that they have a comparatively large German-American population have no German language dailies of their own. In all parts of the country the small publication with so small



a subscription list of 500 which was quite common in 1899 has now been made impossible for economic, if for no other reasons.

An interesting fact to note is that a new wave of German immigration set in in 1924 and subsequently the number of German press adherents has begun to climb the ascending scale once more. The German quota for 1924 was 67,606 figured on the basis of the 1910 census.

B - Second Period -- 1925-1928

The most recent trienium offers the least authoritative information of all to the investigator of the German language press. What material was available for the writer was made so through the kindness of the Foreign Language Information Service of New York City. The group characteristics listed in this material are by no means complete but they will help to point out the predominant tendencies of the current foreign language papers. (See footnote) (6

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6) In a letter to the writer under date of May 29, 1928, Miss Marian Schibsby, chief, division of individual and organization service, F. L. I. S., writes:

"The chief of our Foreign Language Press Division is at work upon a new analysis or survey of the Foreign language Press.... This survey will, however, not be completed for some time--certainly not in time to be of help to you in connection with your thesis.

(Cont'd Page 33 - Footnote)

The F. L. I. S. tentative study covered two groups. The first was composed of those papers which received the service of the agency (As explained in final chapter of thesis), and included a total of 139 German language papers. The other group consisted of those papers which were not at the time of the investigation (July 1927) receiving the agency's literature. It included 64 German language publications.

The two groups were examined at first hand and the findings classified on the basis of class, circulation, period of publication, general attitude and political affiliation. The complete table appears in the index. For our present convenience we have eliminated all material which does not pertain directly to our phase of study, and compiled the following simplified tables.

Table XXXI - Number of Publications in Foreign Language Group at the Present Time (1928)

Language	Number of Publications	Ranking
German	203	1
Italian	154	2
Spanish	82	3
Czech	78	4
Polish	66	5
French	53	6

(c) Continued:

"We inclose a very tentative study made last year. We do not give it out as a rule; it has to be worked on much more before we feel satisfied as to its accuracy. It may, however, be of some use to you."

The figure for the German total is 203. If this is correct than the German press is strill constantly on the decline, for in 1924 the total was 225, according to data quoted earlier from the Interpreter.

Mr. Park is probably correct when he says:

" It is too early too conclude that the foreign language press as a whole is permanently declining. Certainly every evidence points to the decline of the German press, which comprises the largest portion." (7

It will be seen, however, that the German press still leads by a safe margin of 49. The loss of the 22 papers -during the past three years is much less than the average during the immediate post-war period.

#### Dailies

The German margin is less when we begin to examine the various types of papers individually. Taking Table XXXII we find :

Table XXXII - Comparison of Number of German Dailies to Other dailies of the Foreign Language Group

Language	Number	Ranking
-German	19	1
Polish	16	2
Spanish	11	3
Jewish	10	4.5
French	10	4.5
Italian	9	6

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7) Park, The Immigrant Press, p. 312

### Weeklies

Among the foreign language weeklies the German language also predominates:

Table XXXIII - Comparison of the Number of German Language Weeklies to number of other F. L. Weeklies

Language	Number	Ranking
German	128	1
Czech	27	2
Spanish	25	3
Italian	23	4
Slovak	14	5
Swedish	13	6

A slight inaccuracy appears in the above figures due to the fact that a number of Canadian papers are included in the investigation. The number, however, is small and does not affect the relative ratios

### A Wide Variety of Interest

Table XXXIV shows the Motives of Publication

Table XXXIV - Types of Publication Within the German Group

Total	General News	Group Interests	Fraternal	Religious	Agriculture	Trade	Others
203	106	10	5	37	4	3	26

The number of religious journals appearing in German is unusually large and helps to swell the total. The

Italian press is first in General News with 116 of such publications.

Circulation

The reader is referred to the index for a detailed study of the entire field, especially for data referring to circulation by source and by political tendency. We can here merely establish the relative circulation figures of the German press as compared to the rest of the field.. Table XXXVI gives us the straight circulation figures which were arrived at by a composite of Ayer's estimate, Postoffice statements, sworn statements, Newspaper's claim, and F. L.I.S. estimates.

Table XXXVI - Six Language Groups of Those Listed Having the Largest Circulation.

Language	Circulation	Ranking
-German	2,209,270	1
-Polish	1,003,170	2 (Pls 2, Circ. Unknown)
Italian	900,120	3
Czech	711,081	4
Jewish	599,002	5
Swedish	556,314	6

This table is faulty so far as the ranking is concerned for circulation figures for the Spanish and French papers are not listed. The former especially would probably rank with the first six in circulation as it almost consistently holds third in number of various types of publications.

## Immigration - Publication Ratio

It would be profitable to continue the study of the ratio between the German immigration and the number of German language papers published in this country at the present time. Data for such comparisons are, however, not at hand and to make them available would require more time than this investigation would allow. A point or two may nevertheless be raised.

It has been stated that following the World War the German immigration had been again revived and that the years 1920 and after had seen a considerable increase. The number of German immigrants who reached the United States in 1924 was 67,607, which was the quota based upon the census of 1910. (8)

In 1927, about 47,415 Germans emigrated to America, and this number does not include those who came via Antwerp, so that the total was probably near the quota limit.

### Conclusion

Considerable time has been spent in this chapter in an attempt to bring together information as to the various periods and to weave them all into one continuous whole. If after this, the reader sees the entire picture, covering almost two centuries, more clearly, the purpose of the writer will have been achieved.

The following tables give a summary of data on dailies in the German language field which are being published at the present time.

Table XXXVII - Leading German Dailies of 1928 \*

Name	Circulation	City of Publication
Staats-Zeitung	95,511	New York City
Abendpost	47,283	Chicago
Gazette	44,216	Philadelphia
Harold	27,202	Milwaukee
Tribuene	23,147	Omaha, Neb.
Freie Presse	21,387	Cincinnati
Volkszeitung	20,488	St. Paul
Abendpost	19,500	Detroit
Westliche Post	16,350	St. Louis
Waechteru. Anzeiger	14,636	Cleveland

XXXVII/- Cities of Publications of Smaller Dailies \*\*

Pittsburg	Rochester, N. Y.	Dayton, O.
Buffalo	Ft. Wayne	Erie, Pa.
Louisville	Richmond	

XXXVIII/- Weeklies, Semi-Weeklies and tri-weeklies Which Have a Larger Circulation Than the Dailies (all but these)

Name	Circulation	City of Publication
National Farm Weeklies - Group I	120,000	Winona, Minn.
Group II	120,000	Winona, Minn.
Staats-Zeitung (Sunday Edition)	107,130	New York City
Deutscher Farmer	38,689	St. Paul
Sontagspost (Sunday)	37,312	Chicago
Abendschule	31,561	St. Louis
Minnehaha	28,448	St. Paul
Ohio Waisenfreund	28,100	Toledo

\* - Editor & Publisher Yearbook, 1928  
 Tables compiled from information given there  
 \*\* - Ibid. The F.L.I.S. report has a total of 19 dailies

## B- SOCIOLOGICAL AND CIVIC BACKGROUNDS

### Chapter IV

#### WHAT DO WE MEAN: AMERICANIZATION ?

Umflosz uns're Wiege das Schwarz-Weis-Rot,  
Das Sternennenbanner umschlingt uns im Tod !  
Und war uns Germania die Mutter traut,  
-Columbia, Columbia is unsere Braut!  
Und der herlichen Braut, sonder Furcht und Reue,  
Sei geweiht bis zum Tod uns're deutsche Treue! (1)

Draped was our cradle with the Black-White-Red,  
But the Starspangled banner shall enshroud us in death  
And though Germania was our mother dear,  
Our bride, Columbia, today is here.  
And to the lovely bride, without fear or regret  
Beconsecrated unto death our German faithfulness. (2)

Now that we have observed the German language press at both the ebb and the tide of its history, let us change our position a trifle and observed it from an entirely different angle.

The underlying aim of the writer in making the present study of the current German language press was, it will be recalled, to determine what part, if any, this press plays in the tremendous workings of citizenship; whether a regular reading of these papers tends to make one a better or weaker citizen of this nation. If the former is found

1) From "Germanias Soehne u. Columbia", quoted by Basse, p. 344  
Das deutsche Element      2) Translation by writer.



to be the case, it must be concluded that it is legitimate to allow the further publication of these papers without discouragement or check. If, on the other hand, the latter is true it will become the duty of those more stable to bring about the immediate elimination of the harmful agency.

It will not be long before there will arise in the mind of him who is really concerned about this matter the question, " What is a good citizen? " He will realize at once that unless he has set up some definite norm by which he may measure an agency in regard to its Americanization function that his results will rest entirely upon opinion and his findings will be just as ephemeral.

So in this case. Before we can take a definite stand as to the part the German language papers play in the Americanization process, we must determine very definitely for ourselves just what we mean by " Americanization." It is not until we have examined our materials in this scientific spirit that our findings will really mean anything.

Before we can, therefore, proceed to an examination of the data which has accumulated during our study, we must pause long enough to bring ourselves to a common ground of sound, mutual understanding. That will be the aim of this chapter.

## What Do We Mean: Americanize ?

To "Americanize" means, according to Webster, to "Stamp with American customs." Four types of Americans are distinguished: Native Americans, American aborigines, persons of European descent born in America, and citizens of the United States (meaning naturalized citizens).

It is significant to note that these four classes stand side by side without qualification under the common term "American", the adjective form of which is defined as "Of or pertaining to America."

This view is probably in striking contrast to the opinions held by the average descendant of the earlier Puritan stock, to whom "Americanization" has largely taken over the implication of "Anglicization." To him the former term chiefly implies the mastery of the English language and the appropriation of "native" ideals, habits and general ways of life.

It is extremely important to know what our aim of Americanization is, for upon it depends the procedure we shall follow when a stranger comes to our gate; our decision as to what to do with him and what to try to make out of him.

Those who belong to the class mentioned above have a definite technique. The way to make a true American, they argue, is to sever him at once from all past foreign relations and to force him into contact with

actual " American " life as it is lived.

" Although the term may probably be represented, present-day Americanization is benevolent nativism. The spirit that animates it is the feeling that somehow or other the preservation of the heritage of the fatherlands and the existance of bonds of language and common origin are incompatible with true Americanism and retards the untrammelled development of a sound American nationality. Assimilation must, therefore, be facilitated and hastened by the hot-house system." (3a

President Roosevelt seems to have had somewhat of a different plan in mind when he said:

" It will be our endless struggle to to retain the good which each race brings and to appropriate it to our needs." (3b

A further development of this sentiment is expressed in the report of the Carnegie Corporation of New York City which in 1918 made a study of the prevailing methods of Americanization. First defining Americanization as "The fusion of the native with the foreign born," it continues:

" Americanization is the uniting of the new with the native born American in fuller common understanding and appreciation, to secure by means of self-government the highest welfare of all.

" Such Americanization should produce no unchangeable political, domestic and economic regime delivered once for all to the fathers, but a broadening national life, inclusive of the best wherever found.

" With all our rich heritages, America will develop best through a mutual giving and taking of contributions from both newer and older Americans in the interest of the common weal." (4

3 a) Stephenson, G. M. A History of Immigration, p.235

3b ) Reprinted in Basse, Das Deutsche Element, p. 308

4) Quoted in Park and Burgess, Introduction to Sc. of Sociology  
p.773

William Jennings Bryan expressed his faith in this type of Americanization in the following words:

" Great have been the Greek, the Latin, the Slav, the Celt, the Teuton, and the Saxon; but greater than any of these is the American, who combines the virtues of them all." (5)

Limiting ourselves more specifically to the German aspect of the problem, we find the following expression of Karl Schurz, the man who probably more than any other citizen of German birth made himself felt in American political life:

" The Americanization process does in no wise consist ~~in~~ in the total de-Germanization, but in the safeguarding of the best of the German national character, and its enrichment(ergenzen) through the adoption of the best of the American national character.

" That is the way in which the German element can perform its most valuable function in the development of the American nationality.

. . . . .

" If there are Americans who demand the immediate de-Germanization of the German immigrant as the means to American citizenship, these Americans do not understand the interest of the commonwealth." (6)

And Goebel impatiently states:

" ~~AMERICAN~~ The illusion that it is possible to suppress the individuality of the racial type or

5) Ibid., p. 734

6) Quoted by Basse, Das Deutsche Element, p. 320  
Translation by the writer.

that it is possible to force one into the yoke of a single speech . . . . was, thanks to German resistance, the cause of the downfall of the Roman Empire.

" The open or secret attempt to do away with our German cultural type -- that is to say, our speech, our customs, and our views of life -- in the smudge kitchen of a national melting pot has its source in a similar illusion and will likewise, even if in some other way, revenge itself." (7)

Those volunteer organizations who during the war and during the period following it assumed the big-brother duty of setting right the newly immigrated were in many cases apt to concentrate too largely upon the external features of patriotism. Attempts were made to force a ritualistic practise of Americanism, to teach them to wave the American flag and to chant the national anthem. It was soon learned, however, that this was a poor substitute for the real thing - for that "genuine love of America which bubbles from within provided it is given a chance."

#### Assimilation

Experience has taught the student of social problems that the best way to make a good American out of the immigrant is to help the immigrant make himself a good American. This can not be done over night and that fact proves a great disappointment to many. But most worthwhile

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7) Goebel, J Kampf um Deutsche Kultur in America, p. 11-13  
Quoted by Park, The Immigrant Press, p. 62

undertakings require time and so with the orientation of the immigrant. Assimilation is the only hope. Again we must pause to define.

### What Do We Mean by Assimilation ?

" Assimilation is a process of interpenetrating and fusion, in which persons and groups acquire the memories, sentiments and attitudes of other persons or groups, and share the experience and history once incorporated with them in a common central life."<sup>(8)</sup>

Assimilation does not necessarily mean amalgamation. The latter is a biological term: the fusion of peoples by inter-breeding and inter-marriage. Assimilation, on the other hand, is limited to fusion of cultures. Through the unassisted mechanism of imitation and suggestion, communication effects a gradual and unconscious modification of attitudes and sentiments among members of the group.

By keeping these points in mind we can more sympathetically understand the immigrant. We shall see that, to begin with, his knowledge of America must of necessity be built upon what he already knows before he comes here. Consequently we shall not immediately suppress all memories of what he has left behind, but shall attempt to

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8) Park and Burgess. Introd. to Science of Sociology, p.735

utilize them to our advantage.

This brings us to the question of languages.

### Uncle Sam's Gift of Languages

"A common language is indispensable for the most intimate membership in a group; its absence is an unsurmountable barrier," say Park and Burgess, <sup>(9)</sup> and all authorities will probably will probably agree with them upon this point. The difference of opinion arises when some reach the conclusion that a truly loyal American citizen should speak only one language. Again opinions are based on eventual aims.

One group believes that some day the American people will be one, unified nation composed of one common stock and speaking one common language. This group has set out to add catalysers which will hasten the process as quickly as possible. As a part of their work they seek to eliminate at once all other languages but the official government English.

The second group does not believe that the complete amalgamation process will ever come about in this country, and it is certain that as long as there is immigration there will be a Babel of tongues. Incidentally it sees no harm in their existence.

"Why not have a bi-lingual nation?" asks Dr.

Stuart A. Queen. " Why not allow a person to speak English and French or English and German? I am wondering whether a refusal to grant this privilege would not mean an eventual retarding of American culture. If not, why do we emphasize languages so much in our universities? " (10

Doctor Queen believes that the only way to establish one common language would be to prohibit all immigration, a situation which in the first place would be impracticable and which eventually would not be tolerated by other nations. " China succeeded in isolating herself for centuries but eventually an outsider came in and opened her doors in spite of herself." (10a

Grace Abbott, at the time she was director of the Immigrant Protective League of Chicago, summed up the situation well and drew satisfactory conclusions. Treating of the process which seeks to do away with something rather than to build up from it, she writes:

" The negative policy which has failed to utilize our immigrat<sup>io</sup>n possibilities is in danger of being changed to a positive one which is intended by means of social and political pressure to im-press on our foreign born citizens with our superiority.

" This method of assimilation is not a new one in Europe, and, the Poles in Germany, the Russian Poland, the Finns, the Bohemians from Austria, the Russians from Russia, the Slovaks from Hungary know too well. The evidence which they offer proves overwhelmingly that this method of assimilation is not only cruel but also unsuccessful. (11

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10) Professor of Sociology, University of Kansas  
 10a) Ibid., Both in private conference with the writer  
 11) Abbott, Grace, The Immigrant and the Community, p. \_\_\_\_\_



Presenting the entire American problem of heterogeneity from a refreshingly optimistic point of view, she continues :

" It has always been embarrassing to Americans to have distinguished visitors from abroad call attention to the fact that the United States is not a nation in the European sense of the word; but it is none the less true that unity of religion, unity of race, unity of ideals do not exist in the United States. We are many nationalities scattered across a continent, with all the differences of interest and occupation that diversity of climate brings.

" But instead of being ashamed of this diversity we should recognize that it offers us a peculiar opportunity for world service.

### The Way Out

"Here in the United States we have opportunity of working out a democracy founded on internationalism. If English, Irish, Polish, German and all the other races of the earth can live together, each making his own distinctive contribution to our common life; if we can respect those differences that result from different social and political environment and see the common interests that unite all people, we shall meet the American opportunity.

" If instead we blindly follow Europe and cultivate a national egotism, we shall need to develop those national hatreds and jealousies that are necessary for an aggressive nationalism." | 12

We may conclude, then, from what has been said that knowledge of a second language in no way minimizes the loyalty of a citizen. In many cases it is enhanced by virtue of the added service he can give to his country

through the medium of the additional medium of expression.

If this is true, then the fact that a paper appears in a language other than English is no cause for questioning the legitimacy of that publication. The fact that the German language press perpetuates the German language in the United States is alone not a point against it so far as Americanization is concerned.

If we ~~would~~ would study the good or the harm which the German language press does in this country, we may safely dispose of the language question at this point and proceed to examine it on the identical basis which we would choose for an investigation of an English language paper.

Content will be the deciding factor. Does the paper aid the immigrant in acquiring the common memories, sentiments, attitudes and ideals of America? Does it make for a fusion of cultures and, a fuller common understanding and appreciation, a desire to participate in the upbuilding of a national character for the welfare of all?

If it does, the paper is meeting its duty, regardless in what language it is published. If it fails in this respect it will fail in spite of any amount of Roman type which ~~will~~ may fill its columns.

This point should be constantly in mind as the study is continued.

C - GENERAL SURVEY OF THE GERMAN LANGUAGE PRESS OF TODAY

Chapter V

WHAT IS THE GENERAL NATURE  
OF THE GERMAN LANGUAGE PRESS?

In section D of this thesis there will be presented the detailed findings of the writer in regard to the nature of the material in the 150 German language papers studied. Before we consider it, however, it will be to our advantage to first get a birds-eye view of the entire field so that we may keep in mind the general lay of the land as we later concentrate upon detail. This chapter and chapter VI will be devoted toward that end.

Publishers of German language newspapers prefer to call their periodicals "American papers published in German." There may be objection to this nomenclature after the first thought, but further consideration will convince us no legitimate objection can be made.

For the German press is distinctly American in general physiography and make-up. It is not a transplanted institution, as heritage as it were, of the Old World. It is a growth which has sprung up entirely out of our American soil. He who doubts this statement need

only inquire of an alien who has just entered this country.

Such an immigrant is uneasily surprised when he casts his eyes for the first time upon an American paper printed in the language of his old home. The physical make-up, the tone and the diversity of content of the paper is so utterly strange to him that he can not believe his eyes.

The Interpreter pictures for us in more or less detail the cause for the immigrant's bewilderment:

"In the land from which most immigrants come to America the daily newspaper has only a few pages per issue. The first page is usually the editorial page, containing at least one very long and carefully argued discussion of current national and international news. Items of important cable news also appear sometimes on the front page of the European dailies, but general reading matter usually goes inside, and very rarely with headlines big enough to claim special attention." (1)

The American who is confronted with this conservative and condensed type of journalism for the first time, finds it seemingly lacking in system and intelligent emphasis. The person who has grown up beside it, however, finds it perfectly proper. Imagine him then in his utter confusion when he is brought face to face with our journalistic spread of news before opinion, and our typographical tricks introduced to catch the passer's eye.

Virtually all German language papers have surrendered to the American model. News and feature articles

1) American Dress of the F. L. Press, Interpreter, May 1924, p.2

are prominently displayed while editorial opinion is subordinated. Departments and other circulation builders have been taken over. Occasionally there appears even a comic strip and sport news finds its place. Advertisements are displayed in pyramid style and reading matter appears next to boldfaced type and dollar signs.

Everything points to the fact that the foreign editor has not attended a "European school of journalism."

#### One Difference

In spite of similarities there are nevertheless some outstanding differences between the native English and the native German press.

Book reviews, for example, are probably given more attention from day to day than in the English papers. Art discussions and similar cultural subjects are more common. Poetry, both new and classical, is generously employed. Educational articles and advice to the immigrant, Indian stories, inventions always prove popular as do stories dealing with the lives of early and modern American statesmen. Letters to the editor appear regularly and their tone is unusually intimate. Articles which help the immigrant to live in better homes and to adjust him to a new mode of life are read widely and always appreciated

#### And Their Tone

Immigrant papers tend at the outset to be radical.

This holds true regardless of whether they enter the religious or the secular field. After editors have had occasion to express those ideas which they had always longed to express but for which they have been persecuted in Europe, they feel satisfied and retire to a more rhythmic pace. Tension relaxes and their thinking becomes more local and practical.

While the homeland news predominates in a foreign language paper so long as the group is new in the country, it becomes subordinated to the discussion of more immediate problems as they are met with nearer home from day to day. Eventually the standard of the publication will be determined by the reader not on the basis of its profession of loyalty to and interest in the home country, but upon the basis of the quality of service which it gives its readers, and upon the general journalistic accuracy and integrity.

During the past 15 years the amount of foreign news which has appeared in the English language press has increased by large per cents and the amount appearing in the foreign language press therefore appears to be tending toward a minimum when considered on a ratio basis. This is perhaps not so much due to a reduction of foreign news as to renewed emphasis on subjects which are dominantly American.

There is at the present time perhaps more of

that type of immigration which has no intention of remaining here but which will return to the mother country after it has realized its economic aims. That class will demand its news of the homeland, and foreign news will therefore not decline even in the German language press.

And the General Attitude

As has been said, a newly established publication will tend to be radical by virtue of its newness. There are comparatively few new German language papers today and those which have been established for years have taken on the conservatism of age.

In the very tentative and unpublished survey made of the foreign language press last year (1927) by the Foreign Language Information Service, the following results were found in regard to their general tendency of the German language press; |

	Total	139	64
Conservative	7		--
Progressive	54		--
Radical	3		--
Non-Political	32		57
Not Known	43		7

Column one above gives the figures for those papers receiving the literature of the agency, column two, those who did not receive it at the time.

Tables XII and XIII give opportunity to compare these figures with those of other nationalities;

1a) See Chap. II, p. 5

Table XII - General Tendency of Foreign Language Papers and XIII in Relation to American Politics. \*

Language	Total	Conservative	Progressive	Radical	Non-Pol.	Unknown
Czech	75	3	17	34	1	23
Slovak	30	3	3	8	1	18
Hungarian	49	--	--	30	5	14
Italian	149	5	75	34	3	34
Polish	63	2	10	47	1	5
Swedish	46	7	11	21	2	12

Politics

Table XIII- Comparison of the Various Foreign Groups With Regard and XV to Their Political Affiliations. \*

Language	Total	Republican	Democrat.	Independ.	Non-Pol.	Socialist
Czech	75	3	2	7	19	43
German	159	64	17	10	67	10
Hungarian	49	--	17	2	11	14
Italian	149	5	21	2	87	4
Polish	63	3	2	2	54	2
Swedish	46	7	7	--	25	--

The tables dealing with political affiliation are self-explanatory but the following summary may be in order:

German Total	203
Republican	17
Democrat	10
Independent	77
Non-Political	85

The discussion and the tables may have contributed something to a better understanding of the general nature of the German language press, the purpose to which this section of the thesis is devoting itself.



## Chapter VI

### THE MAN BEHIND THE DESK

"The foreign language editor and his paper are indispensable institutions of the present day, erected at the bewildering tangle of cross-roads which nearly <sup>every</sup> alien encounters on the way to assimilation in America." (1)

If we wish to acquire a complete birds-eye view of the entire German language field, we must pause to acquaint ourselves with one more phase of the subject before proceeding to a direct examination of the current literature. This phase deals with him who controls the destiny of the institution we are studying, the man who will determine its status in the years to come; none other than the German language editor himself.

Someone has said that, on the whole, the immigrant (2) press is merely a more immature form of the American press. In no way, perhaps, is the accuracy of this analysis more fully borne out than in a study of the duties of the foreign language editor. They, it will be seen before advancing very far, are simply the duties which were once more or less fully shared by all pioneer editors. If those characteristics peculiar to direct editorial leadership have since then disappeared from the native press, it is because

1) Interpreter, issue unknown

2) Robert E. Park in a letter to the writer.

the generations of life here have made the reading public so self-sufficient that it is no longer dependent upon a journalistic Moses.

But the foreign language press subscription list knows nothing of such self-sufficiency. Depending for survival on its ability to bring the stranger into its ranks and, very largely, upon the degree to which it satisfies the needs of the newcomers who head afresh to our shore with every boat, the foreign language press must daily re-enact those scenes which for the average native editor have long ago become history.

Speaking in sweeping generalizations, the Americanization movement involves the teaching of English, the cultivation of a friendly feeling between the native and the alien and between the various racial groups, and in instruction in the fundamentals of citizenship and a full participation in the new life.

At each of these stages of adaption the foreign language editor is called upon for help.

#### Leading Out of the Wilderness

The foreign language editor has been here for a long time, usually all his life. During that period he has learned to look in both directions. He knows the American way of doing things and the American ideals; but he also knows the idiosyncracies and ambitions of the foreigner. Event though he has never been onehimself,

continuous contact throughout the years has given him intimate knowledge of the situation.

The newly-arrived appreciate this point of view. They feel that he has learned all the paths to a happy adjustment in the United States and that he is therefore in a position to set them right where they might go wrong. As a result he is constantly called upon, both in writing and in person, to supply all sorts of information apart from the news. His stack of daily mail is not from an anonymous vox populi but from men and women who have a claim upon his time, space and counsel.

A cursory glance at the "Editor's Letter Box" which appears on most papers will give a key to the entire situation. This department differs markedly from the "People's Forum" or "Comment From Our Readers" featured in English language papers. The latter are usually means by which the reader is offered an opportunity for self-expression through amateur editorials, as it were. While the "Editor's Letter Box" meets this urge to a certain extent, its chief value lies in the information which is there dispensed.

This department lives because it tells the reader things he wants to know. Here he can ask his questions. Here the editor can answer them, and interpret to his own kind the civilization still unfamiliar to them. He must act as a guide, a teacher and a friend.

A thousand problems are presented, one more baffling than the other. To all of them, the Dear Mr. Editor must find some sort of solution. If the matter is typical of the group both inquiry and answer are printed. If he is not in a position to cast a final verdict he will know of some agency or institution to which to direct his readers.

The German language editor must through his paper keep his public abreast of what is happening in the old homeland and in the adopted country. But this is only a small part of his business.

" The editor knows infinitely more than this. He is doctor, lawyer, teacher, priest, dictionary and encyclopedia rolled into one. He can run down a deserting husband, make him ashamed of his conduct and lead him back to duty. He knows the mysteries of both the Julian and the Gregorian calendar (even time is not the same in America), and can tell you the day when your daughter must be confirmed.

" He carries the map of the United States in his head, together with a full index of agricultural and industrial data; so that it is no trouble for him to tell you where is the best land for raising beets, Turkish peas, hops, or guinea fowls; what wages are paid in the furniture factories in Michigan, and whether you have to belong to the union to get work in the railroad yards of Altoona.

" The sailor who got stranded in an American port and took a job on shore, will find out all about his status by dropping a line to the editor. And a few words from this natural leader of a transplanted community will straighten out misunderstandings between parents and children as if by magic." (3

Occasionally the paper is an organ of a religious, mutual aid or fraternal society with whose many and

scattered members he must be wisely familiar. He is required to give to them personal, legal, historical, financial, governmental, employment and family advice, and to serve them in every other way possible.

The intimacy of contact thus established between foreign language editors and his people finds no parallel in the remaining part of the press of the land. The latter is by comparison a mere purveyor of news. When it departs from this norm it usually goes in for entertainment of all sorts, but it is rarely in a position to take a direct and personal interest in the problems of the individual.

#### An Enduring Tie

This editorial leadership will continue, perhaps, as long as immigration continues at the present rate. At any rate the editor does not fear that it will be lost to him soon. In the mean time he continues in his encouragement toward full Americanization and urges it with all his might and influence.

He emphasizes the mastery of the English language, showing that this is the first service the alien can do his new country. He believes with Karl Schurz:

"While the language difference seems to give the German-American a particular position, that is only in appearance. Let no one allow himself to be brought to think that we have particular interests. This country is our country. Its welfare is

our welfare. Its honor is our honor. Its greatness is our greatness. . . . Our interests are no other than the interest of the commonwealth." (4)

The editor does not fear that his public will grow away from him. He expects to grow with them. If it no longer demands German, he will turn his paper into an English language paper as soon as they are ready for it. The tie which holds the two in unison, he feels, will not be permanently loosened by the discard of the language. His readers may after being naturalized take to the English language press, but if they do, it will be to supplement the old favorite rather than to supercede it. The small-town weekly continues, he argues, in spite of the metropolitan daily.

"Problems will change as they ( the immigrants) become adjusted to American life; but no American editor will ever, with the best will in the world, be able to solve them for them, or even to talk to them understandingly. For in the final analysis the immigrants paper rests upon a sound foundation in the symaphies and memories of its readers. " (5)

#### Following Their Readers

The switch to English by German language papers has been out of all proportions to similar changes among the rest of the foreign language group. This means that here a larger proportion of the first generation is gone and that their children take less and less interest in the German language. In other words, the German community

4) Quoted in Basse, Das Deutsche Element, (1908), p. 298  
Translation by the writer.

5) The F. Lang. Ed. and His Readers, Interpreter, Feb. 1926

is becoming thoroughly assimilated and at a more rapid rate than some other nationalities.

Examples of German papers which have taken on the English dress during the past five years are: The Long Island Freie Presse which became the Free Press; the New Bremen, Ohio, Sun which was formerly Der Stern des Westlichen Ohio. The Buffalo County Republikaner, Wisconsin, became the Republican and discontinued the German it had used since Civil war days. The widely known America of St. Louis quit the German field after 52 years.

This data is introduced at this point, though somewhat out of order, to demonstrate the realization which has come to certain German language editors and to show the action which has been subsequently taken. English departments have been mentioned in an earlier chapter.

These departments are distinctly a feature in the papers in which they appear, often useful and appropriate, but of value only to families and individuals during brief periods before the complete adoption of the national vernacular. Their greatest function, perhaps, is the economic one of furnishing reading matter for both the children and the parents without necessitating the purchase of an additional paper at an added expense. Occasionally English language editorials are introduced to catch the attention of the English language editors for the paper's view on some question of the day or in an attempt to set the general public right on a matter involving mis-

misunderstanding of immigrant motives.

Long ago, already, it was felt that a minority culture would have much more of an opportunity to influence American life if it were presented in a medium which could be read by all Americans. Very likely this opinion may have figured largely in the change from one language to another.

### Training

It would seem to be to the credit of the German language editors that they can change with such grace from the German language to the English. It would at least indicate something of the intellectual make-up of the present champions of minority journalism. Certainly they are not "ignorant foreigners."

In the earlier days most of those who took over the editing of a German language paper had received no professional training in Europe or this country. What they knew they learned through the trial and error method, guided by a general education which most of them had acquired earlier. The training of the present editor is wholly American, as may be seen from his product.

It will be interesting to note the general type of men who will occupy these editorial chairs after the din of war has once more fully died away, especially if they if they are passed on to representatives of the new generation. Under those conditions they may prove a great agency for the good as never before fully realized.



D - INVESTIGATION OF PRIMARY SOURCES;  
RESULTS OF WRITER'S STUDIES

Chapter VII  
METHODOLOGY

For the sake of convenience as well as consistency, a technique was developed and adhered to throughout the entire study of the German language press.

All material studied was considered under two grand divisions: Locality and Content.

"Content" here means the nature of the subject matter with which the story dealt; the type of news. "Locality", on the other hand, refers to the particular part of the world the content is telling about. Both classifications were made in order to facilitate the study of the German language papers in the light of the Americanization idea.

News Content

Content was determined by classifying all matter appearing in each paper under the head of twelve different interest groups. These were: Aviation, Accident, Crime, Court, Civic, Entertainment, Education, Industry, Prohibition, Peace and War, Radio, and Sport. It is probably best that these classifications be explained more in detail.

Accident - This includes any form of mishap, storm, floods, fire and death.

Crime - Includes accounts of arrests and attempts to eliminate lawlessness, as well as descriptions of actual criminal acts. The Chicago bombing wave was placed under this head.

Court - Covers, in the first place, accounts of actual court procedure, such as the Sinclair trial. (In this sense Crime and Court tended to overlap. Confusion was held to a minimum by classifying as Crime until the case was actually brought before the judge.) In the second place, Court includes all form of legislative enactment, whether city, state or federal. Local parking rules would be an example.

Civic - Anything which pertained to the welfare of citizens, local, state and ~~NATIONAL~~ so forth, whether in relation to health, government or society, so long as it did not fall more specifically under another group.

Entertainment - Includes musical programs, dramatic and other artistic performances and social meetings of the various clubs.

Industry - Includes agriculture, shipping and oil.

Prohibition - This could have been one of several other heads, but a separate classification was made to determine the paper's stand upon this public issue.

Peace and War - All matters dealing with the World war, reparation, League of Nations, World Court, and

accounts of all other movements for the guarantee of peace and the elimination of war.

Radio - Included formal listing of programs as well as general articles about radio.

Sports - All forms of physical exercise.

#### German-Other

The content divisions were again divided into "German" and "Other." German here means that Germans or Americans of German descent were in some way involved in news so labeled. It does not mean that it dealt solely with German matter or even largely so. It merely shows German or German-American association in some form. This point should be clearly kept in mind, for it will mean that the final per cent of news found to be given over to German news is the maximum possibility; a determination of the farthest possible leaning toward the left as regards such news.

#### Locality

The second basic major on which stories etc. were classified was locality.

As has been pointed out before Locality here refers to the particular part of the earth in relation to the city of publication of the particular paper with which the matter deals. For convenience sake this head

is again subdivided into American and Non-American material. Under "American" we have local, state and federal (national) news. Under "Non-American" we have foreign and International matter.

To make these classifications somewhat clearer, let us take a few examples.

The story of an hold-up in the city of publication is local news. A man runs for governor, and that is local news in his home town, but it concerns the state in general so we classify it as State news. Another man files for the presidency, and although that is local as well as state news, it is also of national importance so it is classified as National.

In other words, we classify any story under the broadest (largest) group in which it will fit.

A mere filing for the presidential candidacy is nothing more than national news; National is the broadest group under which it will fit in this case. If, however, this man has been in government service in Europe earlier in his career, a story of his former activities becomes international news, so we classify it that way.

"Foreign" here includes that news which happens outside of the United States and which directly affects only the country in which the occurrence takes place. The election of a German corporation officer would be an example of this type.

Having thus set up in a general way the course which was to be followed, the writer began the actual examination and classification of newspaper content.

It was of course impossible to make a study of all the issues of even the most important German language papers from day to day. The best one could do was to attempt to approach the actual and complete picture of the field by concentrating upon a few papers which are considered typical of the group, and to seek to discover in them the general characteristics which typify the whole.

A general investigation of the field was made with this purpose in mind. The final choice was made upon the basis of circulation, geographical distribution and general world outlook, ~~Five~~ dailies were finally selected as typical: Chicago Abendpost, Philadelphia Gazette, New York Staats-Zeitung, Omaha Tribune and the Westliche Post of St. Louis. The period of publication extended over a time covered by the two dates, Mar. 19 to April 25. Consecutive issues were considered as nearly as possible.

It was felt that this distribution would satisfactorily cover a sufficiently typical portion of this country, people, employment, cultures and general interests. The Nebraska paper, for example, was taken as representa-

tive of Middlewestern life. The rank of the papers in regard to circulation compared to the field of dailies was, second, third, first, fifth and tenth respectively.

It will be noticed that the study was limited to the daily field. Originally it was planned to include the weeklies but time would not permit the carrying out of this plan. It was felt, however, that these dailies, five in number and thirty issues of each, would be typical enough of the entire German language press to make the findings of some significance in spite of the limitations. It was also felt that attention should first of all be concentrated upon the dailies because they appear more often and have thus a proportionately larger opportunity to influence the public.

The examinations which were undertaken were very extensive and made from many angles. The investigation of the 150 papers according to a definite technique proved rather trying at times. The final tables show only a small portion of the work which was done during the seven months. The preliminary tables may be found in the index. It is hoped that the results may in a small way contribute to a better understanding of the German language press as we find it at the present time.

## Chapter VIII

### HEADLINES

The first six chapters of this thesis were devoted to the building up a background in the light of which we might more fully appreciate the details of our investigation of the German language press.

But dealing in generalities will give us no specific facts in regard to the present status of the institution under consideration. It is not until we have made a first-hand study of certain representative papers and compiled specific data, that we can speak with any conviction on any definite point. Preceding upon this principle an examination of the German language press of 1928 was begun as explained in Chapter VI.

#### The First Data

Emphasis is a factor which must be constantly dealt with in the make-up of a paper. It is achieved through various means. Position, size of type, indentation, leading, bold face, and volume (length of story) are some examples. In this chapter we shall limit ourselves to position, and more particularly to that space occupying the uppermost portion of the front-page columns. In short, we are interested in top-position headlines and in cuts which are substituted in that position.

## What Tables XVI and XVII Have to Tell

Tables XVI and XVII are the summary for the 150 papers as far as headline content and locality is concerned. The heads ~~in~~ appearing in top position in each of the papers were classified as shown in the tables on a basis explained in chapter VII.

First an attempt was made to see what type of news was given most prominence, that is, what type the make-up editor considered most important. The net figures are given in table XVI and the per centage figures in table XVII. A few characteristics may be pointed out.

The bandpost has 22 per cent of its heads devoted to Aviation and the same amount to Civic news. The Gazette gave 32 per cent to Aviation and 21 per cent to Civic news. The Staats-Zeitung has one-fourth of its heads devoted to civic matters, 17 per cent to aviation and 16 per cent to court news. The Tribune gave one-third of head space to news of civic nature, 13 per cent to industry and 12 per cent to aviation. The Westliche Post also gave most of its heads to civic matter, 26 per cent, but thought peace and war important enough for top-head position in 16 per cent of the cases and court news for the same number of times.

Taking the average for the five papers we get the following results:

First - Civic - 25 per cent	Second - Aviation - 19 per cent
Third - Peace - 13 per cent	Fourth - Court - 12 per cent
Twelfth - Radio - 00 per cent	



Table XVI - Column <sup>4</sup>eads Classified According to News Content - Units

Subject	Abendpost	Gazette	St.-Zeitung	Tribuene	W. Post
Aviation					
German	34	50	30	12	19
Other	5	6	4	7	10
Total	39	56	34	19	29
Accident					
German	0	0	2	2	0
Other	15	17	10	14	22
Total	15	17	12	16	22
Crime					
German	2	0	2	10	0
Other	21	14	15	10	15
Total	23	14	17	10	15
Court					
German	0	0	0	3	0
Other	16	20	32	7	36
Total	16	20	32	10	36
Civic					
German	8	5	20	11	0
Other	32	32	30	40	61
Total	40	37	50	51	61
Entertain					
German	0	0	2	7	0
Other	0	2	2	4	0
Total	0	2	4	11	0
Education					
German	0	2	0	0	0
Other	3	3	0	2	3
Total	3	5	0	2	3
Industry					
German	7	0	4	4	4
Other	2	6	14	16	25
Total	9	6	28	20	29
Prohibition					
German	0	0	0	0	0
Other	8	1	6	0	2
Total	8	1	6	0	2
Peace & War					
German	14	5	10	3	9
Other	4	13	15	13	30
Total	18	18	25	16	39
Radio					
German	0	0	0	0	0
Other	0	0	0	0	0
Other	0	0	0	0	0
Sports					
German	0	0	0	0	0
Other	0	1	0	0	0
Total	0	1	0	0	0

Subject   Abendpost   Gazette   St.-Zeitung   Tribuene   W. Post   Average

Table XVII - Per Cent of the Total Number of Column Heads Devoted to the Various Types of News

<u>Subject</u>	<u>Abendpost</u>	<u>Gazette</u>	<u>St.-Zeitung</u>	<u>Tribuene</u>	<u>W. Post</u>	<u>Average</u>
Aviation	23 %	32 %	17 %	12 %	12 %	19%
Accident	8	10	6	10	9	9
Crime	13	8	8	6	7	8
Court	9	11	16	7	16	12
Civic	22	21	25	33	26	25
Entertain,	0	1	2	7	0	3
Education	2	3	0	1	1	2
Industry	5	3	14	13	12	9
Prohibition	4	1	0	0	1	2
Peace & War	15	10	12	10	16	13
Radio	0	0	0	0	0	0
Sports	0	1	0	0	0	1

## Aviation

One word of explanation is necessary at this point in reference to the high per cent given to aviation. The result here given may be taken as somewhat abnormal. It so happened that during the period of study, interest in aviation was unusually high.

Koehl, Huenefeld and Fitzmaurice successfully completed the trans-Atlantic hop. Previous to the landing in Canada readers were kept posted from day to day. Weather conditions necessitated repeated postponement and each time the public was informed. After the conclusion of the hop stories appeared on rescue work and on preparation which was being made in American cities to honor the fliers.

Interest and news volume was added by the rumor that Drouhin, a Frenchman, was also going to attempt the hop. Eddie Stinton and Geroge Haldeman also set a new endurance record during this period.

We see, therefore that the aviation figure is probably much larger than it normally would be and the number of headlines given to it is unduly high. Nevertheless the figure is significant because it demonstrates what an editor will do under the most favorable of circumstances. Beyond this, it indicates the progressive spirit which the German papers as a whole show toward the possibilities of aviation.

## Civic

The large amount of space given to civic news in the headlines would tend to bear out the contention of

German language paper editors that through their papers the immigrant is brought into close contact with matters of government and is taught to be a good citizen. The opportunity certainly certainly is not lacking.

### Peace and War

The per cent in the various papers is kept close to the average for the group. Meetings for the purpose of settling international grievances and reparation problems were given much space. It would be profitable to compare the per cent of the average English language daily with this. It would probably be lower.

### Crime

The ratio of crime news to the whole featured in headlines is eight per cent, a comparatively low figure. This shows that, the crime news which does appear is kept well in secondary position. The total here, it should be kept in mind, includes the <sup>accounts</sup> of the bombing which accompanied the Chicago elections. The 13 per cent for the Chicago Abendpost is almost double the per cent of the average in the other cities.

### Miscellaneous

The rest of the matter is self-explanatory. The German ration will be taken up later.

Summary of Tables XVIII and XIX - Locality

We proceed in our study of the first-position headlines of the German language dailies by classifying them on the basis of Locality . Table XVIII gives us the result of our findings in units and table XIX gives us the same information in percentages.

At this point of the survey we want to know whether the editors of German language dailies think American or foreign news most important; whether they play up news of the vicinity, of the nation or of the world. Part of our answer is as follows:

Thirty-three per cent, or one-third of all top-position headlines deal with international news. National news is given 32 per cent of the space and foreign news falls into third place with an average of 17 per cent. The American total and the Non-American total just balance at 50 per cent. The following further comparisons may be made:

The Chicago Abendpost gives most space to local news, with 24 per cent. The New York Staats-Zeitung heads the state news column with 8 per cent. The Westliche Post<sup>is</sup> most nationally inclined with nearly one-half of its headline space, 48 per cent, chosen for this type of news. The Omaha Tribuene, though farthest west and in a ~~xxx~~ thoroughly Americanized state gives 26 per cent, 9 more than its nearest associate, to foreign news. The Pittsburg Gazette claims the most international heads with a 46 per

Table XVIII - Number of Column Heads Given to News of Various Localities \*

	<u>Abendpost</u>	<u>Gazette</u>	<u>St. Zeitung</u>	<u>Tribuene</u>	<u>W. Post</u>
<b>American</b>					
Local					
German	2	3	2	0	0
Other	443	16	27	11	0
Total	45	19	29	11	0
State					
German	0	0	0	2	0
Other	12	6	20	10	6
Total	12	6	20	12	6
National					
German	0	3	3	2	0
Other	48	43	45r	52	114
Total	48	46	48	54	114
<u>Am. TOTAL</u>	105	71	84(?)	77	120
<b>Non-American</b>					
Foreign					
German	13	8	16	22	7
Other	16	17	17	18	33
Total	29	25	31	40	40
Internat.					
German	34	55	43	18	35
Other	16	26	32	20	42
Total	47	81	75	38	77
<u>Non-Am. TOTAL</u>	76	106	106	78	117
<u>Grand Total</u>	181	177	202	155	237

\* - Writer's Investigation

Table XIX - Number of Column Heads Given to News of Various Localities - Per Cent \*

	<u>Abendpost</u>	<u>Gazette</u>	<u>St.-Zeitung</u>	<u>Tribuene</u>	<u>W.Post</u>	<u>Av.</u>
American						
Local	24	11	16	7	12	12
German	2	16	7	00	5	6
Other	98	84	93	100	94	94
Total						
State	7	3	10	8	3	6
German	0	0	6	17	0	6
Other	100	100	94	83	100	94
National	27	26	23	35	48	32
German	0	7	6	4	0	3
Other	100	93	94	96	100	97
<u>Am. AVERAGE</u>	58	40	49	50	50	50
Non-American						
Foreign	16	14	14	26	17	17
German	45	32	50	55	22	41
Other	55	68	50	45	79	59
Intern.	26	46	37	24	32	33
	66	68	57	47	45	57
	34	32	43	53	55	43
<u>Non-Am. AV.</u>	42	60	51	50	50	50

\* Note ‡ The first column under each paper head gives the per cent of the whole of that particular division of news. "24" under Abendpost means that of all the news heads in the paper, 24 per cent are devoted to local news. The second column gives the percentage of the first column percentage of the whole, which is German or Other. In the Abendpost, for example, 2 per cent of the 24 per cent of the entire head total is devoted to German news.

cent average, 14 per cent more than the Westliche Post, next in order in this respect.

The Chicago Abendpost's American total, 58 per cent, is the largest and the Pittsburg Gazette's 40 per cent is the lowest. It will be noticed that the part of the American news which is classified as "German" is only a remarkably small fraction. Even in Foreign news there is more "Other" than "German" and only in the International column does German lead the way.

#### Conclusion - Single Column Heads

A final check-up shows that of the entire space given to headlines in the German language dailies examined, less than 23 per cent is classified as "German." And it must again be remembered at this point that this figure does not mean that that part of the heads were mostly, or even to a large extent, of strictly German interest, but that there merely was some sort of German or German-American association.

A person continuing no farther than this in his examination might have a good deal of light shed on the general situation and find many of his former opinions reversed. He who would find a case against the German language dailies had better not go to the headlines for proof of German dominance; at least not if the the papers studied were typical, and we have reason to believe that they are.



## Spreads and Larger Headlines

Next the 150 papers were combed for those heads for which the column rule was broken; heads of three or more column width. It was found that about 3 per cent of the heads met this description. A few streamers were included in this list.

The New York Staats-Zeitung was the paper which used the large headlines most often. Out of the 30 issues examined, 23 of the larger heads were found to make a total of 11 per cent.. The Philadelphia Gazette and the St. Louis Westliche Post never broke a column rule. The average of our tables are therefore only the averages of three dailies.

Figuring on this basis it was found that 77 per cent of these heads dealt with aviation, and 93 per cent of this 77 per cent dealt with German aviation. The reason has been explained in a previous section.

## Conclusion

The small per cent of bulletin headlines speaks well for these papers. Published as they are under the influence of English language dailies which regularly flash large, bold-faced letters across their pages, they tend to make even the more conservative of the latter appear sensational. When the per cent of crime and scandal news is brought up for comparison, the native press seems yellow by contrast.

Table XX - Heads of Three or More Columns Classified on the Basis of Content. - Units \*

Subject	<u>Abendpost</u>	<u>Gazette</u>	<u>St.-Zeitung</u>	<u>Tribuene</u>	<u>W. Post</u>
Aviation					
German	4		11	1	
Other	1		0	0	
Total	5		11	1	
Accident					
German			0		
Other			1		
Total			1		
Crime					
German			0		
Other			1		
Total			1		
Court					
German	0		0		
Other	1		5		
Total	1		5		
Civic					
German	0		0		
Other	1		5		
Total	1		5		
Entertainment	-000000				
Education	-000000				
Industry	-000000				
Prohibition	-000000				
Peace & War	-000000				
Radio	-000000				
Sports	-000000				
TOTAL	6	0	23	1	0
<hr/> 3 per cent    00%    11 per cent    1%    00 per cent					

Note: Three per cent of all heads <sup>are</sup> three or more columns wide.  
 (Average for the five papers)

\* Writer's Investigation

\*\* These per cents refer to the per cent which they compose of all the headlines, both single column and wider.

Table XXI - Distribution of Headlines of Three or More Columns width on the Basis of News Locality, Units \*

<u>Subject</u>	<u>Abendpost</u>	<u>Gazette</u>	<u>St.-Zeitung</u>	<u>Tribuene</u>	<u>W. Post</u>
American					
Local			1		
German			2		
Other				3	
Total					
State					
-German			0		
-Other			2		
Total				2	
National					
German	0		0		
Other	1		4		
Total	1			4	
Am. TOTAL	1	0		9	0 0 0
Non-American					
Foreign					
German			0		
Other			1		
Total				1	
Internat.					
German	4		11		1
Other	1		2		6
Total	5			13	1
Non-Am. TOT.	5	0		14	1 0
GRAND TOTAL	6	0		23	1 0

\* Writers' Investigation

## Cuts

A study of top-position pictures must be included in this study of headlines, because only those cuts were examined which appeared in top-head position as substitutes for major headlines.

## Content

Tables XX and XXI were laid out according to the general plan previously explained, the first giving actual units and the other the percentages. Aviation hides most of the rest of the picture with 61 per cent of total. Fourteen per cent of the cuts deal with civic happenings and 6 per cent with accidents.

## Locality

Cuts dealing with American interests total 31 per cent and Non-American 69 per cent. This is of course an abnormal figure due to the large space devoted to the tactics of the trans-Atlantic flyers. National cuts rank next to the International.

The Staats-Zeitung and the Westliche Post used practically no pictures, while the Abendpost in particular used them quite liberally.

Table XXII - Column Heads Given to Cuts Classified According  
Content of News - *Units*

Subject	Abendpost	Gazette	St.-Zeitung	Tribune	W.Post	Av.
Aviation						
German	23	14	8	9	3	
Other	0	0	0	4	0	
Total	23	14	8	13	3	
Accident						
German	0	0	0	0	0	
Other	3	4	0	8	0	
Total	3	4	0	8	0	
Crime						
German	0	0	0	0	0	
Other	6	1	0	0	0	
Total	6	1	0	0	0	
Court						
German	0	0	0	1	0	
Other	2	2	0	4	0	
Total	2	2	0	5	0	
Civic						
German	0	0	0	1	0	
Other	16	4	0	155	0	
Total	16	4	0	156	0	
Entertain.						
German	0	0	0	0	0	
Other	0	4	0	0	0	
Total	0	4	0	0	0	
Education						
German	0	3	0	1	0	
Other	0	0	0	1	0	
Total	0	3	0	2	0	
Industry						
German	0	0	0	0	0	
Other	3	0	0	0	0	
Total	3	0	0	0	0	
Prohibition						
German	0	0	0	0	0	
Other	6	0	0	0	0	
Total	6	0	0	0	0	
Peace & War						
German	0	0	0	4	0	
Other	0	1	0	7	0	
Total	0	1	0	11	0	
Radio						
German	0	0	0	0	0	
Other	0	0	0	0	0	
Total	0	0	0	0	0	
Sports (Other)						
German	0	0	0	0	0	
Total	0	0	0	0	0	
TOTAL	59	33	8	55	3	

Table XXIII - Per Cent of Column Heads Given to Cuts Classified According to Content.

<u>Subject</u>	<u>Abendpost</u>	<u>Gazette</u>	<u>St-Zeitung</u>	<u>Tribune</u>	<u>W.Post</u>	<u>Average</u>
Aviation	40	43	100	23	100	61
German	100	100	100	59	100	94
Other	0	0	0	31	0	6
Accident	5	12	0	15	0	6
German	0	0	0	0	0	0
Other	100	100	0	100	0	100
Crime	10	3	0	0	0	3
German	0	0	0	0	0	0
Other	100	100	0	0	0	100
Court	3	6	0	9	0	4
German	0	0	0	20	0	7
Other	100	100	0	80	0	93
Civic	27	12	0	29	0	14
German	0	0	0	7	0	2
Other	100	100	0	93	0	98
Entertain	0	12	0	0	0	2
German	0	0	0	0	0	0
Other	0	100	0	0	0	100
Education	0	9	0	4	0	3
German	0	100	0	50	0	75
Other	0	0	0	50	0	25
Industry	5	0	0	0	0	1
German	0	0	0	0	0	0
Other	100	0	0	0	0	100
Prohibition	10	0	0	0	0	2
German	0	0	0	0	0	0
Other	100	0	0	0	0	100
-Peace & War	0	3	20	20	0	5
German	0	0	0	36	0	18
Other	0	100	0	64	0	82
Radio	0000000000					
Sports	0000000000					

Table XXIV - Number of Unit Column Heads Given to Cuts Classified  
On the Basis of Locality \* (Units)

<u>Source</u>	<u>Abendpost</u>	<u>Gazette</u>	<u>St.-Zeitung</u>	<u>Tribune</u>	<u>W. Post</u>
American					
Local	4	3	0	0	0
German	21	0	0	6	0
Other	25	5	0	6	0
Total	25	3	0	6	0
State					
German	0	0	0	0	0
Other	0	0	0	0	0
Total	0	0	0	0	0
National					
German	0	0	2	0	0
Other	15	8	0	10	0
Total	15	8	2	10	0
<u>Am. TOTAL</u>	40	11	2	16	0
Non-American					
Foreign					
German	0	0	0	8	0
Other	0	0	0	11	0
Total	0	0	0	19	0
Internat.					
German	19	20	6	15	5
Other	0	2	0	7	0
Total	19	22	6	20	5
<u>Non-Am. TOTAL</u>	19	22	6	39	5
<u>Grand TOTAL</u>	59	33	8	55	5

Table XIV - Per Cent of Cuts For the Various Types Based on Classification on Locality.

<u>Source</u>	<u>Abendpost</u>	<u>Gazette</u>	<u>S-Zeitung</u>	<u>Tribune</u>	<u>W.Post</u>	<u>Average</u>
<b>American</b>						
Local	42	9	0	11	0	12
German	16	100	0	100	0	39
Other	84	0	0	100	0	61
State	0	0	0	0	0	0
German	0	0	0	0	0	0
Other	0	0	0	0	0	0
National	25	24	25	18	0	18
German	0	0	100	0	0	25
Other	100	100	0	100	0	75
<u>Am. AVERAGE</u>	68	53	25	30	0	31
<b>Non-American</b>						
Foreign	0	0	0	35	0	7
German	0	0	0	42	0	42
Other	0	0	0	58	0	58
Internat.	33	67	75	36	100	62
	100	91	100	65	100	87
	0	9	0	35	0	93
Non-Am. AVG.	52	67	75	71	100	69



## Chapter IX

### SOMETHING THAT MAKES A DIFFERENCE

News has been defined by someone as "Something that makes a difference."

Regardless of whether we are satisfied with this definition or not, we shall probably agree that it does make a difference what kind of news appears in a paper. In our study of the German language press we are particularly concerned about that. It will do much to determine our final decision as to whether the German language press should be allowed to continue. It will bring us one step farther towards our conclusions as to the degree with which it approximates the most desirable type of participation in the process of Americanization.

As the first step in our investigation of representative German newspapers we centered our attention upon first-position headlines and cut substitutes. An examination of that phase of foreign language journalism uncovered no outstanding weaknesses or unusually glaring faults.

We found that the per cent of news associated in any way with German or German-American interests, 25, was not unusually large; in fact, it was much smaller than one would probably anticipate. We found the make-up strikingly conservative and the news content of a stable nature. Crime

was played down and kept at a minimum.

It now becomes our aim to continue along the path we have laid out for ourselves and to turn the spotlight into the deeper crevices of the paper. We know what it is on top where everyone can run and see. Shall we find things so satisfactory in the less conspicuous parts of the publications, or is there hidden there, where the reader who knows where to look for it alone can find it, some of the "pernicious imperial Kultur ?

Let us proceed and either confirm or vindicate.

### The Signs Along the Way

The technique which is to be followed here will be the one which was explained in detail in the chapter on Methodology. The two major classifications will again be Content and Locality. Under the former we shall again divide our material into twelve interest groups and find the per cent of each group devoted to German interests. Under the Locality we shall orient our news on the basis of American and Non-American characteristics and put each news story under the broadest possible classification which will fit it.

Again we must turn to a table and put into words what it told us there in the form of figures.

Table XXVII summarizes for us a host of detail which appears in tables in the index of this thesis. It does away with superfluous matter and limits us to a few facts. Some of these are:

Table XXVII-Per Cent of the Varies Types of News Classified on the Basis of Content

<u>Subject</u>	<u>Abendpost</u>	<u>Gazette</u>	<u>St.-Zeitung</u>	<u>Tribune</u>	<u>W. Post</u>	<u>Average</u>
Aviation	77	87	6	6	6	7
German	75	80	59	63	49	65
Other	25	20	41	37	51	35
Accident	67	12	8	8	10	9
German	2	12	23	16	3	11
Other	98	88	77	84	97	89
Crime	12	14	6	6	9	9
German	1	12	8	9	1	6
Other	99	88	92	91	99	94
Court	5	11	6	3	6	6
German	9	22	3	1	0	7
Other	91	78	97	99	100	93
Civic	26	16	24	42	30	28
German	31	34	36	23	14	28
Other	69	76	44	77	86	72
Entertain	17	12	16	9	10	13
German	92	73	44	64	40	63
Other	8	27	36	36	60	37
Education	2	1	1	2	2	2
German	47	82	51	49	38	53
Other	53	18	49	51	62	47
Industrial	12	13	22	9	16	14
German	19	82	15	12	15	29
Other	81	18	85	88	85	71
Prohibition	27	1	1	2	1	1
German	0	0	0	0	0	0
Other	100	100	100	100	100	100
Peace War	5	2	4	4	7	4
German	5	76	21	27	17	29
Other	95	34	79	73	83	71
Radio	1	4	4	6	1	3
German	76	11	1	6	0	19
Other	24	89	99	94	100	81
Athletics	5	6	4	3	2	4
German	62	49	50	17	17	39
Other	38	51	50	83	83	61

As in the headlines, civic news leads the way. The per cent is 28. Industrial news makes up 14 per cent and Entertainment follows closely with 13. Crime has risen one degree to an average of 9 per cent.

It will be understood that this summary includes every single news story, regardless of how small or how large it happened to be. It does not include feature articles or editorials.

The crime ratio for the various papers may be found interesting. The Abendpost which had the most crime news in its headlines, 13 per cent, is put into second place by the New York Staats-Zeitung, when the classification is made on the basis of columns. The latter has 14 per cent to its credit and the former 12.

Aviation which played so large a role in the headlines, 19 per cent, here totals the rather insignificant sum of 7 per cent and each paper kept close to this general average. In Civic news there is quite a variation from the Philadelphia Gazette's 16 per cent to the Omaha Tribune's 42. Entertainment is given most space, 17 per cent, in Chicago where it seems the local German clubs are most active socially. The Staats-Zeitung has a close 13 per cent.

Industrial news claims first place in the latter paper 22 per cent of the time and the Westliche Post follows ~~xxx~~<sup>six</sup> lengths behind, (16). Prohibition receives attention in each paper although the total is extremely small.

Peace and War fall far below the volume one would probably expect in the traditional German language paper. Radio news and announcements are a part of each paper and vary from a total of 1 to 6 per cent. Athletics are mentioned four times in every hundred stories.

The German phase of the tabulation will be more closely observed under the next heading.

### Locality

Without spending any time on preliminaries we may begin at once to translate table XVII. This presents the same bulk of news as that which we have just examined but classified this time according to the news source. One thing is outstanding as we cast a first glance over the figures:

American Total	- 76 per cent
Non-Am. Total	- 24 per cent

This is a turn of the table which the average person would probably not expect. The German language press has a second surprise for us:

Average German	- 27 per cent
Other	- 73 per cent

These averages hold for the five dailies, but the figures of the individual papers deviate little from the common averages.

American news is in turn divided into 54 per cent of local, 10 per cent of state and 36 per cent of national news. Of the Non-American total, the Foreign news composes 58 per cent.

Table XVII - Per Cent of the Various Types of News Classified on the Basis of Locality.

<u>Subject</u>	<u>Abendpost</u>	<u>St.-Zeitung</u>	<u>Trabucena</u>	<u>E. Post</u>	<u>Gazette</u>	<u>Average</u>
<b>American</b>						
Local	78	61	26	50	46	54
German	49	23	55	19	23	51
Other	52	77	45	62	72	69
<b>State</b>						
German	2	7	4	1	7	4
Other	97	94	26	99	93	96
<b>National</b>						
German	26	32	46	39	41	36
Other	17	15	5	32	2	8
Other	63	60	98	97	95	92
<b>Am. Avg.</b>	<b>69</b>	<b>69</b>	<b>67</b>	<b>76</b>	<b>76</b>	<b>70</b>
<b>Non-Am</b>						
Foreign	53	54	63	40	57	59
German	55	65	65	15	55	43
Other	45	55	33	65	35	52
<b>Internat.</b>						
German	45	45	32	60	33	42
Other	45	55	53	41	72	55
Other	55	45	46	59	28	47
<b>Non-Am.</b>	<b>51</b>	<b>51</b>	<b>33</b>	<b>24</b>	<b>30</b>	<b>50</b>

The largest portion of German news among the American group comes from the part classified as local. This shows <sup>that</sup> an active German club life, theaters and similar German entertainment exists in these sections.

The swelled per cent of German national news in the case of the Chicago and New York papers is due largely to information pertaining to preparations which were being made about that time to receive the German trans-Atlantic flyers. Strictly foreign news is more than half of the time classified as German and the ratio for international news is somewhat higher.

#### Conclusion

He who contends that the headlines of German language papers are purposely given a super-American touch so as to offset any suspicion which might be cast upon the un-American content hidden in the body of the paper, will find himself wondering after an investigation of this sort just where the said un-American news is hidden.

The writer made a thorough examination of each tenth of a column of news space in the 150 papers and he found that if German language periodicals are un-American their sin certainly ~~is~~ <sup>does</sup> not lie in their manner of handling the news. And the amount of German news is perhaps no higher than it is in any other language paper, excepting perhaps that amount which accumulates from local German group activities.

News in these papers is presented as news. There is a minimum of that journalistic hybrid known as editorialized news. Coloring is the uncommon thing. When editorial<sup>opinion</sup> is injected it is marked as such and introduced in brackets between paragraphs. There is no propoganda which can be recognized on its face as such. Any favorable impression which may be created in the mind of the reader for Germany and things German is made possible through<sup>a</sup> selection of that which is most favorable and the omission of that which is derogatory, where such an impression is made.

Here and there a headline suggests the anti-French or anti-British feeling which seemingly is a heritage of all the German language editors, but they succeed well in keeping this prejudice out of the news columns. When we consider how more and more American papers allow editorialized sentences to pass the copy desk as news, we begin to appreciate the forbearance of the German language dailies.

Anyone who would make a case against the German language press of this country on the basis of the five papers which we have chosen must look beyond the news column. Let us go even deeper into the makeup of the papers and and come into contact with the editor where he most fully reveals himself to us - in the editorial page.



## Chapter X

## THE PULSE OF THE PUBLICATION

A person may be perfectly attired, he may have the most cultural bearing, he may have a pleasing personality; still if his heart is not right he may be a perpetual troublemaker for the society in which he moves.

A newspaper may be perfect in its general make-up and in the headlines, the news content which lies deeper may meet with approval, but if the heart and the intellect of the organ, the editorial policy, is not right, the paper may be a menace to the public which it reaches.

It is our purpose in this chapter to put our finger on the pulse and to learn something of the heart-beat of the German language press of this country. Toward this end we shall direct our attention toward table XXVIII.

## What Do They Talk About ?

In the editorial column of the German dailies which we examined, civic interest is dominant as it has been in the rest of the paper, only more strikingly so. In the headlines civic news was given 25 per cent, in the body of the news 28 per cent and now finally in the editorial column 35 per cent <sup>of</sup> all discussion is devoted to it. Nearly twice as much space is taken up by civic editorials as by those of the <sup>largest</sup> other groups Peace and War, which.

Table XXVIII - Editorial Content Classified on the Basis of News Content (Type of News) Percentages

Subject	Abendpost	Gazette	St-Zeitung	Tribune	W. Post	Average
Aviation	4	5	2	5	2	3
German	40	42	17	52	100	50
Other	60	58	83	48	0	50
Accident	0	1	8	82	1	3
German	0	17	30	0	100	36
Other	0	83	70	100	0	64
Crime	4	2	1	2	5	2
German	0	0	0	100	32	26
Other	100	100	100	0	68	74
Court	6	3	19	0	4	8
German	0	0	6	0	0	2
Other	100	100	94	100	100	98
Civic	52	39	31	28	31	35
German	8	53	25	56	31	31
Other	92	47	75	64	69	69
Entertain	2	1	7	5	1	3
German	0	0	23	78	100	40
Other	100	100	75	22	0	60
Education	1	4	0	0	3	3
German	0	10	14	77	6	21
Other	100	90	86	23	94	79
Prohibition	6	8	3	5	7	5
German	0	0	0	0	0	0
Other	100	100	100	100	100	100
Peace & War	12	12	12	45	28	21
German	24	10	39	81	30	38
Other	76	90	61	19	70	62
Radio	2	0	5	0	1	3
German	0	0	0	0	0	0
Other	100	0	100	0	100	100
Sports	0	0	0	0	0	0
German						
Other						

has an average of 21 per cent. Industrial matter takes up 17 per cent of the total, two per cent deals with crime in its various phases and prohibition receives three times the space it received in other departments of the paper.

The individual papers have the following peculiarities:

The Chicago Abendpost has no comment on any form of accident. The New York Staats-Zeitung offsets this with an 8 per cent margin. The former paper has more discussion of crime than any other.

The Omaha Tribune has nothing to say on court news, the group which includes all from of legislative procedure. The New York paper which shows a strong interest in city administration devotes 19 per cent of its space to these problems as they come up. The latter paper also has frequent comment on entertainment and cultural topics.

Philadelphia presents an interest in industrial problems if we may judge from the amount of attention given to it in the Gazette, 28 per cent. The Westliche Post allows 18 per cent. None of the papers on the list show any strong feeling either for or against capital and labor. This may be due to the fact that fewer Germans are engaged in mines and factories than members of other nationalities. The general viewpoint is conservative.

Each of these papers is outspoken in its stand against prohibition. No opportunity is lost to quote from a speech or statement of a so-called authority, home or

or foreign, which points out the weakness of the Prohibition idea. Political affiliations vary, as we have seen, but all editors can stand solidly on a wet platform. There still remains in this regard something of the old fear of encroachment upon personal liberty, which was formerly the favorite topic of a certain type of politician; the fear that unless care is taken a property owner will no longer be in a position to say, "Mein Haus ist meine Burg," -- My home is my castle.

The<sup>re</sup> is little sympathy in the minds of German language editors for capital punishment, but he who would lighten a criminal's sentence on the basis of youth, sex, insanity, or similar pleas based upon ~~an~~ sentimental argument, is pointed out regularly as a moral weakling.

Peace and war come in for a considerable share. The League of Nations is another common meeting ground for these editors. They stand against membership in the League, as one man. One wonders at times whether it is not because it was largely engineered by President Wilson in the first place. The Monroe doctrine is advocated in its stricter and narrower interpretation. The United States' policy in Nicaragua was, however, given the editorial stamp of approval in more than one case. Secretary Kellogg's peace plans were termed sincere and followed with a good deal of hope and optimism.

#### Echoes of the World War

Four of the dailies studied know that the World

war is over. The Omaha Tribune, however, though fair in its uncolored headlines and uneditorialized news, is still fighting Over There. Column after column, 45 per cent of all editorial space, is still fighting for opinions which the editor could not present during hostilities. Edith Cavell, Wilson's correspondence, The Daily Mail and similar subjects still appear from time to time in direct or indirect references.

This and similar discussion never allows itself to speak in defamatory tones of the United States government. Praise of the present administration has been the regular procedure. But the editor of the Tribune, especially, still chooses to take individuals of the war-time administration and rake them over the fire. Wilson is still in disfavor and Poincaré is the subject of such constant vituperations that one wonders what the temper is all about. One can hardly understand the Tribune's stand, published as it is in a state so western ~~is~~ <sup>and</sup> so completely nationalized. (1)

What has been said is true largely of only the Tribune. The latter statement, however, fits all German language papers to a larger or lesser degree. It is based

- 1) In a letter to the writer, Val J. Peter, editor of the Tribune gives the following confession of his motives (July 18, 1928) :

" The reason the German language press brings, even at this late date, so much about the war, is because it hopes to enlighten the public with reference to the many war lies that were spread in this country and that

on an inherited hatred of France and a mistrust of England which has been fostered through centuries. The so-called selfishness and cruelty of France in her reparations program and the super-aggressiveness of England come in for regular flayings. It seems that the War created no new love for the allies in the hearts of these editors and that they stand about where they did in this respect before 1917.

America First! Yes, a thousand times. But France and England next, Never! "America first and the allies not at all," still seems to be the attitude of these men.

#### Locality

Tables XXIX tells us what part of the world the German language editors usually talk about.

Forty-nine per cent of the editorial column of the German language dailies is American and 51 per cent is Non-American, thus giving a small margin to the latter. Discussion<sup>of</sup> pacifistic movements and the reparations problems are the direct cause of this slight shift from the balance which we found in the news.

The Staats-Zeitung seems mostly to be concerned with home affairs for it treats non-American topics in only 40 per cent of the space. Compared to them the Tribune

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Continued from page 99

"have victimized even some of the children of German parents. It further feels its duty to do all in its power to convince the American public that the German people can not solely be blamed for the War."

Table XXIX - Per Cent of Editorial Content Classified on the Basis of Locality. Results are in Percentage form.

<u>Subject</u>	<u>Abendpost</u>	<u>St.-Zeitung</u>	<u>Tribune</u>	<u>W. Post</u>	<u>Carretto</u>	<u>Average</u>
American						
Local	88	85	68	5	88	16
German	0	13	0	50	15	20
Other	100	67	0	60	60	60
State	12	26	1	6	1	9
German	0	11	0	3	11	3
Other	100	89	1	100	69	97
National	60	49	99	89	77	75
German	3	9	13	2	2	6
Other	95	99	87	98	95	94
<u>American</u>	<u>63</u>	<u>70</u>	<u>53</u>	<u>45</u>	<u>47</u>	<u>49</u>
Non-American						
Foreign	33	00	32	27	54	27
German	23	0	69	39	36	33
Other	73	100	31	63	64	67
Internat.	77	100	68	83	46	73
German	87	20	32	52	16	34
Other	73	80	68	60	64	68
<u>Non-Am.</u>	<u>37</u>	<u>50</u>	<u>77</u>	<u>67</u>	<u>55</u>	<u>51</u>

with 45 per cent of its columns still reenacting the War , has occasion in only 23 per cent of the time to concern itself with American subjects of any description. It does not take part at all in local politics.

Summarizing actual figures we find:

German	-	22 per cent
Other	-	78 per cent

In spite of the interest shown in foreign movements the <sup>editor</sup> still has time for problems nearer home. German matter is involved one-fourth of the time.

The American division shows the following subdivisions:

Local	-	16 per cent
State	-	9 per cent
National	-	75 per cent

The Non-American:

Foreign	-	27 per cent
Internat.	-	73 per cent

What, Then, Shall We Say ?

The editorial column of the German language press in this country is the most unsatisfactory of the groups thus far examined. We can not <sup>say</sup> that it is un-American for our statistics would hardly bear us out on that point. Seventy-eight per cent of all opinion deals with American subjects. Still, quantity in itself, does not prove anything. One per cent of the wrong type of doctrine might be



sufficient reason for classifying the entire paper as un-American.

Yet there is no qualitative measurement which may be made which will enable us to place our finger directly upon the seat of trouble. We can not say that the German press is pro-German, for that term has still clinging to it the earmarks of disloyalty, and German papers are not disloyal. The most concrete charge which may be brought is, perhaps, that these papers stand in the way of the fullest kind of international understanding.

Two nations who have couched side by side for many centuries as have Germany and France can probably not be expected to forget at once the many troubles which one has caused the other throughout the years. Hidden bitterness and unhealed wounds may have to linger on for a time.

These grievances should, however, be left behind when an immigrant comes to America. His problems should be considered in the light of his new environments. This will not be the case if his paper daily reminds him of the troubles of his ancestors.

The editorial columns can go along way in emphasizing peace, rather than strife; international understanding, rather than minority wrongs; and the strongest type of Americanism, rather than the negative - "Not un-Americanism."

## Chapter XI

### FOR ENTERTAINMENT AND INSTRUCTION

Our examination of the 150 German language dailies brought us into contact with the headlines which advertised the news, with the news itself and with the expression of editorial opinion. We have carried away from each certain definite data and conclusions based upon facts. We shall, however, try to keep these well suspended until all the data is in, so that when we have examined all parts of the paper we can make final decisions in the light of the individual data presented as a composite whole.

The departments of the paper which remain are: Fiction, Advertising and Feature Articles.

#### Fiction

The limits of this analysis do not allow for a reading of the fiction offered. This is to be regretted for the sentiments which are appropriated through the reading of literature come in subtle fashion, but they come nevertheless. Once the statements and the ideals of the characters of a story have become the reincarnation of those of the immigrant reader, they will stay with him, perhaps, longer than anything presented through the medium of news or the editorial column. A study of the type of

fiction which is offered the immigrant reader, the reader of the German language press, would be a worthwhile subject in itself for investigators in this field.

### Advertising

It has already been mentioned that the pyramid style of advertising make-up is followed in most of the German language papers, just as it is commonly employed in the English language press. The front page is reserved for news and no advertising appears here. The general layout follows the American custom and type is used in a variety found most convenient.

Most of the advertisements appear in German, with an occasional English line in some. A standard slogan is usually not translated. Here and there appears an advertisement entirely in English.

It is instructive to note that little appeal is made to the nationality of the reader in a direct way. Thoroughness and efficiency, exactness and soundness, qualities which are characteristically stressed by the Germans, are however constantly stressed <sup>here</sup> and desirable results are thus obtained indirectly.

An outstanding exception was a series of political advertisements in the Abendpost which announced in bold faced streamers that " the rights of German-Americans must at last be respected." The numerous other <sup>advertisements</sup> political, on the contrary made no special appeal to the German voter

beyond stating that the candidate was of German descent, if that happened to be the case.

Advertisers as a group, we are told, have not as yet learned to appreciate the foreign language press as an advertising medium. Wannamaker is an exception, it appears. The Philadelphia Gazette regularly runs full-page advertisements for this concern. Merchants of other cities use large space on the occasion of special sales and so forth. The average advertisement is, however, remarkably small. On the whole the advertisements in the German language papers are as satisfactory as those of English language papers claiming equal circulation figures.

#### Feature Stories

It is to be expected that a papers which is printed in a foreign language will print from time to time a large amount of material dealing with the customs and the attainments of the country of that language. The German language press somewhat tends in that direction so far as it devotes the major portion of its feature articles to a description of the institutions and agencies of foreign countries. This does not mean, however, that Germany and its accomplishments are unduly stressed.

An examination of Table XXX shows, for example, that in none of the classifications there included is the per cent of German larger than is the per cent of Other. Only 17 per cent is devoted to strictly American inter-

Table XXX - Classification of Feature Stories on the Basis of Locality - Results Given in Percentages.

Source	Abendpost	Gazette	Staats-Z.	Tribune	W. Post	Average
American						
Local	22	52	11	5	5	19
German	44	0	91	0	0	27
Other	56	100	9	100	100	73
State	00	0	0	6	45	10
German	0	0	0	0	0	0
Other	0	0	0	100	100	100
National	73	39	43	39	50	71
German	0	0	1	10	0	2
Other	100	100	99	90	100	93
<u>Am. AVENG.</u>	7	47	12	8	10	17
Non-American						
Foreign	95	53	44	39	37	75
German	56	54	49	51	15	45
Other	44	46	51	49	85	55
Internat.	57	42	56	11	14	25
German	6	39	36	20	60	32
Other	94	61	64	30	40	68
<u>Non-Am. AVER</u>	32	13	26	60	32	45
Straight	56	70	27	32	8	39

interests while 39 per cent deals with a large variety of foreign lands. A new classification must be introduced at this point to take care of the balance.

This balance can not be classified as either American or Non-American. It is so universal in scope that it belongs to the world. It could be run in any language and fit that country equally well. Scientific and health articles are an example. Exercise is exercise no matter in which country the reader happens to be. An so for lack of a better terminology we have classified this type of matter as "Straight," <sup>Thirty -</sup> forty-eight per cent, (~~or nearly one-half of the feature story total,~~) falls logically into this group.

The abundance of feature material may be called attention to at this point. In the Sunday edition of certain papers one whole section, or 50 per cent of the entire paper, is devoted to nothing but features and fiction of every type and length. Where there is no feature section, the editorial column usually gives way on Sundays to a "Plauderecke" or featurized editorials. Paragraphs are usually run every day.

Returning to Table XXX we may look at the summary to discover the following proportions:

American:	17 per cent
Local	- 19 per cent
State	- 10 per cent
National	- 71 per cent
Non-American:	45 per cent
Foreign	- 75
Internat.	- 25 per cent
Straight	- 38 " "

The Staats-Zeitung combs the local German population well for unusual features. Ninety-one per cent of all local matter of this nature is classed as German. The Omaha Tribune has the ration just reversed.

State features are rare and where national matter is found it proves to have little German interests. Features appear in about the same amount in the various papers, but international writings assume varying proportions.

#### Conclusion

This completes our study of the 150 issues of German language papers upon this basis and we are now ready for a table which will summarize the findings of the last four chapters.

This summary will be presented in the next section. No classification of feature stories was made on the basis of content as the subject was so varied that it would have been difficult to limit it to a few group divisions. The volume also was such <sup>that</sup> time did not permit an intensive enough reading for this purpose.

E - OPINIONS AND CONCLUSIONS

Chapter XII

CAN THE EXISTANCE OF THE GERMAN  
LANGUAGE PRESS BE  
JUSTIFIED ?

Many and varied have been the phases of the general subject which we have paused to consider as we continued upon <sup>our</sup> path of investigation of the German Language press. Here and there we gained bits of information which were new. Now and then an interpretation of our figures presented us with a new fact. Temporary impressions called for temporary comment but judgment of the whole institution was postponed until now.

What Shall Then Our Verdict Be ?

Tables XXXI and XXXII offer us in summary form the data necessary for the final shaping of our conclusions. The former table summarizes the content, the latter the geographical apportionment.



Table XXXI - Per Cent of the Various Kinds of material Classified On the Basis of Content - Both Editorial and Feature (Summary)

<u>Subject</u>	<u>News</u>	<u>Editorial</u>	<u>Average</u>
Aviation	7	5	5
German	65	50	57
Other	35	50	43
Accident	9	3	6
German	11	56	24
Other	89	64	76
Crime	9	2	5
German	2	26	16
Other	84	74	84
Court	6	8	7
German	5	2	5
Other	95	98	95
Civic	28	35	31
German	28	31	30
Other	72	69	70
Entertain.	13	3	8
German	63	40	52
Other	37	60	48
Education	2	5	3
German	53	14	34
Other	47	86	76
Industry	14	15	14
German	29	21	25
Other	71	79	75
Prohibition	1	5	3
German	0	0	0
Other	100	100	100
Peace & War	4	21	13
German	29	38	34
Other	71	62	66
Radio	3	3	3
German	19	0	10
Other	81	100	90
Sports	4	0	2
German	39	0	20
Other	61	0	80

\* First column give per cent which represents the part of that type of News given to Aviation. Second column always means the per cent indicated of the first column.

Table XXXI recalls the fact that in ~~in~~ a case of both the <sup>news</sup> and the editorials civic matter is given most space, nearly one-third. The average for the two departments is 31 per cent. Industry comes next with 14 per cent. Third place is occupied by Peace and War with a 13 per cent average. The latter ranking is brought about by the abundance of editorial discussion upon this subject.

The rest of the table is self-explanatory and merely substantiates conclusions which were reached after an examination of the individual departments.

#### How Much German News ?

Table XXXII is probably the most important of all the tables included in this thesis for it gives the final results to which most of the tables have been merely directly or indirectly contributory. In it we find an answer to the misinformation and prejudices of the average laymen, who rests his conclusions upon what propaganda has taught him, rather than upon first hand investigation such as we have attempted it.

The answer to the topic question is " 21 per cent."

Twenty-one per cent of all the non-fiction material in the 150 German language papers examined was found to be "German." This is a surprisingly low figure. Incidentally, it is probably superfluous to point out another time that

Table XXXIII - Per Cent of German Matter Appearing in the Five Papers Individually and As a Total. (Fiction and Advertising Not Considered)

FINAL TABLE

Nature	Abendpost	Gazette	S.-Zeitung	Tribune	W.Post	Average
<b>Editorial</b>						
German	11	14	10	52	22	22
Other	89	86	90	48	78	78
<b>News</b>						
German	34	23	29	32	16	27
Other	66	77	71	68	84	73
<b>Feature</b>						
German	11	14	16	11	14	13
Other	56	70	27	32	8	39
Straight	33	16	57	57	78	48
<b>Total AVG.</b>						
<b>Total AVG.</b>						
German	19	17	18	32	17	21
Other	81	83	82	68	83	79

this figure represents the largest possible maximum. Matter marked "German" may be predominantly Other, but so long as it was in any way associated with anyone or anything German it was classified as such.

Seventy-seven per cent, or more than three-fourths of all the copy which appeared in the 150 papers may in no possible way be classified as having anything to do with Germany, Germans or Americans of German descent. News has the highest German average, 27 per cent, and feature stories least, 15 per cent. The Omaha Tribune, the most western of the group, has always a third of its total classified as German, 31 per cent, and the Philadelphia Gazette, in the center of an industrial district, least 17 per cent.

#### Qualitative Evaluation

It was mentioned earlier that if German language papers tended in any way, directly or indirectly, to retard the process of citizenship that it would become the duty of loyal citizens to eliminate this institution from society. We found that before we could reach definite decisions upon that point it would be necessary to set up a norm as to the true meaning of citizenship and Americanization.

Proceeding upon that principle, it was learned that authorities agree that one may remain a truly loyal American citizen without discarding the use of any language

other than English, and cultures which he might have inherited from ancestors other than Puritan stock. In conclusion it was stated that America would probably never be a homogeneous people, in the European sense of the term, and that after another thousand years a variety of other languages would very likely still be spoken in addition to the English.

In view of these conclusions and in the light of the data of our own investigation, can the German language press be justified?

The question asked has been the subject of increasingly passionate debate. Feelings and prejudices are kept out of its consideration with difficulty and a cool, detached examination is made only with difficulty. The World war especially aroused antagonism, as we have seen, and popular opinion was to a large extent unified in its demand for the abolition of all German language papers. Even today, after 10 years of quiet, the average citizen has retained something of the war spirit and as a result he views with considerable distrust the renewed growth of the institution.

The following from the New York Sun, though the voice of an earlier day, is typical of the vox populi:

" The papers which make their appearance in this country should appear printed in the English language. Ten thousand German immigrants in New York suffer in their business or are prohibited from becoming wealthy, or find themselves retarded socially through the ignorance of the country's common language. A much larger percentage of the same would soon learn to speak English if they would

not just read German papers.

" There remains to be said , that no doubt the German-American papers are the cause of the failure of the thousands of our immigrants to learn the language of the laws, our courts and our commerce, and thus of their failure to reach the high grade of progress which is due their industry and intelligence.(2

" To this accusation Washington Hering replied  
in the Chicago Evening Journal :

"It is not true that German-American papers prohibit thousands of German immigrants to learn the language of our laws and of our state. On the contrary, through papers printed in the language of their home country the German immigrant learns to comprehend what constitutes a good citizen.

" Out of the columns of his paper he learns the law of the land, the platform of the various political parties, and of the system of taxation. He learns of the condition of the church, the public halls and other institutions of interest. In fact, the German immigrant is brought through the columns of his papers into direct contact with all those things which relate to adaptation to a new government."(3

The same writer feels that instead of postponing the mastery of the English language, a reading about the happenings in this country will arouse an interest in its language and a desire to learn it as quickly as possible. He feels, also, that anyone intelligent enough to read a paper in his home language will quickly develop into a thorough and through American by virtue of his readings which have given him a knowledge as to his duties as a citizen.

In a speech on German day, William Rapp stated in Cincinnati that without the German language press the

2) Quoted in Basse, Das Deutsche Element, p. 317

3) Ibid., p. 318

German-American would be like a soldier without arms and the American people as a whole would subsequently suffer severely. (4

Karl Schurz, the voice through whom the German element made itself most distinctly heard in American political life, at all times strongly urged the immediate mastery of the native language. He was, nevertheless, a staunch defender of the German language press. At one point he writes:

"Shortsighted, indeed, is the view in which certain native Americans view the German press. These overenthusiasts do not know what they want. The German language press in America is a forced necessity and will be so long as there will be German immigration.

"If the nativists would appreciate what a decidedly good turn the German language press does Americanism, they would praise instead of criticize, protect instead of attack it.

"Regardless of how intelligent, how ambitious, how eager the immigrant may be, there will nevertheless continue to be among them a large number, especially of the older people, who might learn enough English for household use, but not enough to be able to instruct themselves fully in regard to public questions through the English papers and other English writings.

"When such citizens can not gain this information from German sources, they will not be able to have it<sup>all</sup> and their subsequent forced ignorance would be a danger to the Republic. The German language press is thus a necessity for the common good." (5

He adds that beyond this he reads these papers because he finds in them much of interest which he can not find anywhere else.

Americanism

4) Ibid., p 319

5) Ibid., p. 318 - 319



### Americans by Choice

Taking up a study of the problem in more recent times, we find much interesting data. We learn, for example that of the 105 million inhabitants of this country, one-third are today of foreign birth or parentage. More than one million of these are aliens. Three million can not speak, read or write the English language and three million others can best be reached in other languages than English.

These newcomers are Americans by choice, not chance. They have come partly for economic reasons, it is true, but to the large majority of them the ideals of democracy stand for something vital in its life. They have heard of the American traditions of fair play, tolerance and good sportsmanship. They have come to us, eager to be accepted and hoping to become Americans as quickly as will be permitted them.

The two barriers which stand in their way are ignorance of language, laws and customs, and the impatience of the native born. The latter often forget that it is an compliments to this country that people from all lands turn to America in the hope of improving their economic and spiritual condition and to participate in the fuller life which they believe awaits them in the New World.

Once America receives the immigrant, does it

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6) Foreign Language Information Service Pamphlet 5:  
 Five Years Work With the Foreigner - A Job of Understanding



not become responsible for his entrance into the life of the nation? Does it not fall upon her to bring the immigrant into proper relation to the opportunities which she has to offer in education, home ownership, better living and working conditions. Standing alone, the immigrant is denied active participation by a host of hindrances, chief of which is his inability to use the English language.

#### A Remedy

There seems to be no better remedy under these conditions than the foreign language press. Almost instinctively the newcomer will turn ~~will turn~~ to it for guidance. ~~It~~ is as natural for him to read such a periodical as it is for an American living in Europe to read the Paris edition of the New York Herald and to join a club of Americans.

"When Americans go to live in Hungary, Poland or Germany, they are grateful to find and quick to patronize journals published in English, which not only bring the news from the United States but also give them information about the life and customs of their adopted country. The same useful function is performed by the foreign language papers in the United States.

"By using the only language he can understand they reach the immigrant as soon as he arrives and begin at once to acquaint him with facts about America." (7)

The Foreign Language Information Service of New York City, the only agency which is at the present time making an extended systematic effort to get the necessary

information across to the foreigner in a practical manner, has this to give as part of the report of its board of directors:

" To insist on speaking English to a man who does not understand it is to refuse to speak to him at all. Until he learns English, the immigrant must be reached, if at all, in his own tongue. This the foreign language papers does. Through its columns it gives the immigrant day after day news of the New World in which he is trying to find his place, an understanding of American laws and opportunities, and useful information about those practical things which help him to adjust himself to American customs and standards." (8)

The board concludes that more than any method of compulsion, or any Americanization agency imposed from without, the foreign language press is encouraging the foreigner to enter into American life and participate as a citizen.

A somewhat different angle of approach is seen in the following taken from the New York Corriere d'America, an Italian daily: Pointing out in the first place that such ancient countries as France and Italy, as well as Great Britain, are not threatened by dissolution in spite of the fact that they are not unilingual, <sup>it</sup> ~~they~~ continues:

" Dialects have never divided a people. America has her dialects. The domestic idioms of millions of good Americans are not 'foreign languages' here. They are, in fact, the dialects of the United States. They are entitled to citizenship. They are the expression of the fireside as English is the expression of our national life -- the great common language. We rebel against the insulting hostilities of those who would persecute as enemies the only newspapers capable of speaking to the immigrant, of enlightening and comforting him in his new duties.

" Do the Allied Patriotic Societies fear, perhaps that these languages cover the irresistible political influences of their respective countries of origin? But then the English language ought to have the same effect. In using it the American people ought to feel themselves English.

" But do they? To pretend that Americanism must be garbed in English in order to be genuine is to deny the very patriotism we would defend. In reality all are foreign languages in America, except the Iroquois and the Sioux." ( 8a)

### King's Bill

In 1920 a bill was introduced into the Senate by Senator King which would have excluded all foreign language papers from second-class mailing privileges, a blow which would very likely have ended the existence of a host of German language papers. About one-fifth of the total number which would have been affected were German.

Immediately a cry of protest went up from all parts of the country; a cry in which the foreign language papers plead for their life. It was pointed out that instead of creating a love for the English language, such a move would produce the exact opposite effect; that the shortest and quickest way to get rid of minority journalism and a minority language was to give that language the fullest freedom possible.

The Philadelphia America, a Ukrainian semi-weekly, through itself upon its constitutional rights:

" The bill proposed by Senator King is opposed to the spirit of the American constitution,

7) Interpreter, Publication of FLIS - Mar, 1924

8) Release of FLIS under date of Oct. 16, 1927

8a) Interpreter - Date Unknown

because the latter does not consider it a crime to use a foreign language. If eight million perfectly loyal Americans still use their own language and read newspapers in that language, this bill will deny them the opportunity to receive education and useful recreation. " (9

The latter quotation takes us one step beyond the immigrant argument. Thousands who would grant foreign language papers the privilege of existence in immigrant communities would refuse to consent to use of a foreign language in this fashion by those who have been in this country for a long time. ~~Some~~ Not a few, perhaps, would find it easy to justify the luxury of a German language paper in the state of Nebraska, a state in which the per cent of foreign element is significantly low. What right has such a papers as the Omaha Tribune to inject a foreign flavor into a completely Americanized and assimilated community, they will ask.

One answer is that there is no way to prevent such publication as long as no seditious utterances are made. As long as authorities respect the right of citizens to speak any language they wish, and at the present time at least they must, so long they shall have to respect the rights of foreign language editors, popular opinion in certain quarters notwithstanding.

But this attitude, is after all a poor

answer to the question. The real answer may very likely be found in the fact that those who control the destinies of these agencies look farther than the average citizen. They may see in the foreign language papers enough of cultural significance to offset any possible harm which may come from the dissemination of a strange medium of speech.

Such measures as the one suggested by Senator King, and taxation on the use of a foreign language do at the present time seem inadequate and not in full harmony with the principles of the framers of the constitution. Experience may some day show a better way out.

### Bi-Lingualism

There has been constant agitation to devote a certain portion of the German language papers to matter printed in English, but this movement has met with little practical success. The underlying aim was to give the non-English speaking immigrant a paper which he would be able to read as soon as he reached America but which would also help convert him into a reader of English and retain his support after he had mastered our language.

A complete change from the German to the English has been more common, as has been stated in an earlier chapter. The continued amalgamation implies a gradual drifting out of German consciousness into the American. Occasionally there is nothing to amalgamate with in certain

localities and there is no choice for the editor but to turn the key and walk out.

Indiana offers a typical illustration. Fifty years ago that state had a large and prosperous German language press. A German language paper flourished in every large Hoosier city -- Indianapolis, Terre Haute, Ft. Wayne, Evansville, Logansport and many others. About a year ago the last of these great dailies, the Ft. Wayne Troie Presse-Staats-Zeitung, founded 70 years before, gave up the struggle. The editor well recognized the significance of his own abolition and his valedictory stated:

" The decline and gradual disappearance of the German language dailies is the final analysis due to the development of the country. In the past 50 years America has grown from a land peopled by a mixture of the most diverse European Races to a proud and homogeneous nation, whose civilization is a composite of the contributions brought to her shores by these many peoples.

" Among the races that have given most to America's material and cultural progress are the Germans. And it was inevitable that they, too, should in the end be merged in the greater entity which they have helped to build.

" When Americans of German descent return to Germany after long years of absence, they feel like strangers, no matter how warmly they may be received by old friends and relatives. And everyone recognizes them as Americans. It is only after they leave this country and are again face to face with the old homeland that they realize how fundamentally their whole character has been changed, how their habits and customs and their ways of thinging about things has been transformed by their life in America." (10

The German press is going, and we need be neither happy nor sorry about it. While it exists it fulfills a mission. When it passes for good it shall have passed because it shall have outgrown its usefulness. And all without our help.

## Chapter XIII

## IS THIS, THEN, A GOOD NEWSPAPER

In a dissertation such as this , in which much time has been spent on the sociological significance of the institution we are considering and upon that part of political economy pertaining to government and Americanization, it may not be amiss to complete the picture we have painted with a touch from another angle, the strictly journalistic one. The discussion of the German language paper of this country would not seem complete until we had considered it in the light of technical journalism, as a commodity as well as a social agency.

For after all, the German language newspaper is a newspaper for all that. Its characteristics are those of the ordinary agency for the dissemination of information. And so in this chapter we shall study it from that angle; concentrate upon it for its own sake, independent of any part which it may legitimately be expected to play in the great evolutionary process of society.

## The Path Is Clear

We are fortunate in that for this particular angle of investigation the development of fitting technique has been taken care of; in that we shall not have to widdle



our own yardsticks with which to measure our material. Satisfactory measuring devices have already been prepared for us. All that we have to do is to use them according to directions.

In the following study of the German language press in the United States we shall follow the technique described in Flint's "Conscience of <sup>the</sup> Newspaper" under the chapter on "Newspaper Individuality", and shall judge our commodity under the various headings as developed there. (1)

### Variables

The variables which are concerned with the creation of distinctive types of journalism may be surveyed from four points of view:

- 1- The appearance of the paper
- 2- Its intellectual qualities
- 3- Its tone or spirit
- 4- Its moral fibre

#### 1- The German Language Newspaper's General Appearance

The first impression is a lasting one, it has been said, and that is true of newspapers as well as of persons. We judge an individual largely by his outward appearance. "Dress well and succeed", is more than a slogan.

The impression which we receive the first time we glance over the columns of a paper is liable to be a

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1) Flint, L. N. Head Department of Journalism, University of Kansas



lasting one. If glaring red ink and solid blocks of streamers flash into sight we will receive one impression. If the general makeup is subdued and conservative, we will be affected in another way.

(150) copies of the German language dailies which were examined in this study were found to be extremely conservative in their makeup. Streamers appeared more than once in one paper only, and then only in the case of news which the editor thought unusually important. Topheadlines normally consist of three or four decks and though a two-column spread is not uncommon, the next column rule is seldom broken. The lower half of the page is broken up with small headlines only, leaving an effect almost too grayish for one used to the pyramid style of makeup.

The Staats-Zeitung has its own style of typographical arrangement. Two-column heads appear above most stories, and the body itself is arranged in two-column block form. Every story of any length is continued to an inside page; purposely, it seems. The whole produces an almost discordant effect.

Cuts are regularly used in some papers and not at all in others. (See discussion under chapter VIII on Headlines.) The paper stock is as good as that of the average paper and the presswork is satisfactory. Repeated lines or misspellings are uncommon.

The Omaha Tribune violates all good taste by the prominence with which it blows its own trumpet. Letters from readers telling how well they like the paper appear in top-head position occasionally.

In general, we may conclude, however, that the appearance of the German language daily is such as not to arouse any ill feeling. We would not on this ground refuse to know more about it.

## 2- The German Language Newspaper's Intellectuality

Appearance may be judged on first sight. In order to justly pass opinion on the intellectual makeup of an institution, on the other hand, one must have reached more familiar terms. Knowledge of character and personality comes only after association.

For convenience sake three phases of this subject are observed: quality, breadth and proportion.

### Quality

Quality is most obvious in the editorial page where the editor speaks directly to his readers. His general approach to the subjects of the day will determine his classification.

A certain degree of academic seriousness appears to be characteristic of the German language press. Thoroughness and detail stand out as typical. Discussions are long and bulky. Wit and cleverness tend to be strained and heavy. The editor seems convinced that we are here to do, not to play. There is a certain strength and almost blunt confidence. But there is also sympathy.

### Breadth

In scope of subject matter, the German paper equals the most wide awake of his English contemporaries.

The editors' <sup>remarks</sup> on the reparations question comes as naturally as do his comments on the mayor's attitude toward prohibition.

The reader interest is frankly limited. The editor knows the class he intends to reach and he reaches them as he believes they want to be reached. He cares little what McMurphy thinks of what he says if Schmidt is satisfied with it.

In breadth of sympathy the German editor has much to learn. He still finds burning in him all the petty grievances which he has inherited from an embittered ancestry. Daily he bows at this shrine to worship. Anti-French and anti-British hatred and mistrust are revived daily. Perhaps the really editor does not really experience these feelings so strongly. Perhaps he plays upon these prejudices to boost his circulation. In either case a breadth of vision in this respect is lacking.

### Proportion

By proportion here we mean proportion for the sake of emphasis; using quantity to make a subject stand out in relief, for instance. An abnormal example of this is the Omaha Tribune's super-emphasis on the World war as mentioned earlier. Editorials in general are perhaps a more intricate part of the paper for the German reader than for him who gathers his knowledge of the world about him as he rides the elevated. Emphasis within the various groups, news, editorial, feature and advertising have already been noted under their proper classifications.

### 3- The Tone or Spirit of the German Language Newspaper

Tone is determined by the normally prevailing mood, by the general attitude toward life and by the way work to be done is approached.

There are two types of leaders, direct and indirect. The former tells his followers what to do and they do it. The other manipulates their environment so that they will of their own accord do what he wants them to do.

The German editor still tends to lean toward the former type, not by choice, necessarily, but rather because it is expected of him. The immigrant is a stranger. He recognizes the superior experience of the editor. Naturally he looks up to him for his advice and directions. He is willing to follow any orders given. The editor must live up to these expectations. Even where the reader lives in a smaller town, the realization that the editor's residence in a city gives him experiences new to the former, will make that type of reader be ready to fall in line when the command comes.

This point is introduced here to suggest one cause for the more or less dominant tone of the German editorial page. The close understanding and sympathies between the reader and editor are unparalleled elsewhere. There is the atmosphere which one expects to find in a home where the home is what it should be.

There is something of the crusading spirit. Each of the papers is actively engaged in its war against prohibition. Each has thrown its gauntlet in the face of

corrupt politics.

Much space is given to travel stories and cultural topics and these working quietly from day to day add something of dignity and refinement. The whole presents something of the solidness which is characteristically German and follows a certain modulated pace without at the same time succumbing to weakness or inertia.

#### 4- The Moral Character of the German Language Newspapers

True character does not fully reveal itself at once. Only friends, who have had the benefit of long acquaintance, truly appreciate each other.

Only he can pass authoritative opinion upon the ethical qualities of the German press who has lived with it longer and more intimately than an investigator is permitted to do. In general, however, it may be said that the sins that be are sins of omission, rather than of action.

"Yellowness" as it is properly understood—sensationalism with evil intent—finds no representative in the German language press, although attempts have been made from time to time to imitate certain native examples.

Senile as it is after its almost two centuries of life on this continent, it has learned that the more stable journalism is the more profitable in the long run. And through the years, the reader has learned to demand a certain high type of editorial writing.

Honesty, reliability, truthfulness and cleanliness are there. The faults are those of intolerance,

self-sufficiency and obstinacy. There is a certain restlessness in the presence of those who have not learned to see things as the editor does, and an inability to see the good in a traditional enemy. These, however, are not deep-rooted faults of character and may therefore be corrected.

#### And In Regard to Function--

In a study of the German Language Press we dare not lose sight of its true purpose. We have found the means to the end quite satisfactory, but we must keep in mind that these are only means. We can not for a long time separate the German language newspaper from its social setting and its duty to society of which it is a part. So once more we must return to our original angle of approach.

Our judgment as to whether the German language press accomplishes what it should depends entirely upon what we think it should accomplish. We are agreed as to its place in the trying process of Americanization and assimilation. But this it can do only if it is constantly in proper relation to its readers and its community in general. There are certain purposes which from day to day it must set for itself. When evening comes these should have been to some degree at least accomplished. Uppermost in the editor's mind must always be the question, "Am I running a good newspaper?"

The answer to his question will be determined by the degree to which he has conformed to the basic fundamentals of journalism. In a pamphlet entitled "What Then, Is a Good Newspaper?", these are found to be the

(2)  
following:

To Please the Reader-Attractive appearance and artistic makeup-Consider the Eye - The German paper does this.

To socialize its group - By disseminating the news of the group and making for homogeneity and common sympathy. How to do something may be more important for a particular reader than the war in a European country - Consider the Heart - In this function the German paper finds its strongest excuse for existance.

Humanize the readers - Present the humorous side as well as sorrows; human interest and thrills- Consider the Soul. The German <sup>editor</sup> ~~press~~ could well improve along these lines. He needs to be taught that it does not pay to see red every time France is mentioned; that there is more to life than work; something of beauty; relaxation.

Educate - Through news, features and editorials. Add to the readers store of knowledge. Consider the Mind. The German language editor has unparalleled opportunity here.

Entertain - Be clever. Use paragraphs, special columns, jokes and comics where possible - Consider the Feeling. The German is likely to be too practical and too matter - of - fact.

Inspire the reader - Lead through opinion and through the presentation of facts of life. Consider the Hand - Cause the immigrant to realize his opportunities here in his new home.

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(2 Flint, L. N., "What, Then, Is a Good Newspaper?" Pamphlet of the Dept. of Journalism Press, University of Kansas

Refine - Offset the realistic and the drab in life. Consider Taste. Bread earning will be trying enough. Give the worker noble things to concentrate on.

Assist in material needs - Consider the conscience. Teach him to be honest; Allow only honest advertisers the use of your columns. Present through advertisements the commercial and economic opportunities which are his. The German immigrant can learn much from them.

### Conclusion

We have studied the German language paper editor, and the opportunities which are his both in a journalistic and in a social way. We have considered the agencies through which he can accomplish the greatest good. We have considered the fundamental functions which must of necessity be observed.

In most cases the editor is meeting the standards set up satisfactorily. In other cases he has much to learn.

He should conscientiously attack his problem and try to overcome his weaknesses and capitalize on his strength.

Only in this manner can the German language press in the United States give fully in return for what it takes.



## Chapter XIV

### WHAT IT IS AND WHAT IT IS TO BE

#### "Aller Anfang Hat Ein Ende"

Thus this study of the German language press and Americanization has been completed. But a task remains.

That task is a much less militant one than one might have supposed it would be at the beginning of this investigation. It is one of co-operation rather than of extermination; one of positive rather than of negative aims. It is characteristically one of watchful waiting.

For the findings of the survey show that there is a possible good in the German language press, enough good, in fact, <sup>so</sup> that we should not make an end to it if we had the power. There are potential possibilities hidden there which must be guarded and guided, but not opposed. There is unreleased power which must be directed but not crushed.

It almost goes without saying that there is no evidence to warrant governmental interference and suppression. There is no avowed unpatriotism and radicalism in these papers. Consequently they are within their constitutional rights as they continue to appear from day to day.

But this does not mean that the work of American statesmanship shall cease. This does not mean that students of social institutions shall lull themselves to slumber in their indifference. This does not mean that every good citizen shall <sup>not</sup> make it his duty to see that this agency for good lives up to its possibilities.

Indeed, the German language papers influence toward Americanization may be great. The arguments which are brought up in their plea for life are sound and valid. But the possibilities of influencing in a negative way always lurks in the background and so sympathetic oversight must ~~not~~ be a constant companion.

#### Arguments

The immigrant is the main argument for the continuance of the foreign language press, as has been pointed out. Consequently, the justification on this basis loses in weight in direct ratio to the distance which lies between the city of publication and an immigrant center. A western paper will naturally make less use of this type of argument.

It is to be doubted whether the Immigrant argument is as effective in the case of German papers generally as it is for other foreign language papers. The Germans belong to that class known as settlers, that class of citizens which has been most completely taken

(1

into the life of America. This class is contrasted to nationalities such as the Czechs who have come to this country in more recent years. It would seem to go without saying that the settler group is much less in need of a foreign language press than are the members of the latter class, generally speaking, for the per cent of those who have mastered the English language is much smaller for the latter group.

The question of the German language press involves the entire question of immigration and until a permanent and final solution has been found to the problems in this field, there will be complimentary problems arising daily in the field of the German language publications.

### Longevity

One editor with whom the writer was in conference sees no future for the German press. He feels that although increase in immigration will swell the subscription list, to an extent, the German language press has reached its greatest development. He reaches his conclusions after an observation of the second and third generation and its attitude toward their parent's press. He feels that growth of the German press can be brought about only by holding the younger folks, a feat which he believes will not be realized. (2

- 1) Park pictures the German assimilation as 300 in <sup>a</sup> 360 degrees circle
- 2) Mr. Henry Albach, formerly editor of the Lawrence, Kan., Germania and now editor of the English Democrat.

A detailed study of the German Language Press reveals idiosyncracies which can be understood only after an intimate study of the readers it reaches. There seems to be a definite cycle of change and as one studies the German press carefully one can find all the different stages of newspaper evolution represented. <sup>(5)</sup> That evolution may work toward an eventual satisfactory end. In the meantime we must foster and direct it where possible into proper channels.

An immigrant "gets into America" by the second or third generation at least, driven there by the economic and social advantages which are his as a result. The problem becomes to prepare him for a gradual change so that the break with the older generation will be friendly and peaceable." Too ~~an~~ abrupt a growing away of the younger generation from their parents will develop a nation of Smart-Alecks instead of good citizens; a group which will carry a block on each shoulder and let no one tell <sup>it</sup> ~~them~~ anything. Against this we must constantly guard." <sub>(4)</sub>

The German language press can do much in this respect among its own people. Surely when the foreign press begins to pass, if it ever will completely, the German press will be among the first to go, for the class of people from which it draws its subscribers will among the first to be ready for complete assimilation.

## Future Possibilities

The editor previously mentioned pointed out that the government was passing up an unusual opportunity when it failed to furnish the foreign language press with its various reports and pamphlets in available form. He feels that this would be a most unusual means of doing educational work among the foreigner.

In line with this discussion comes the work of the Foreign Language Information Service which has been referred to from time to time, throughout this thesis. This agency has taken up the work which the government has failed to capitalize on and is at the present time supplying the bulk of foreign language newspapers with just such government reports and other matter, in the language of the paper. This thesis would not be complete without a brief survey of the work which has been done by this institution in the foreign language field. Its findings have been of much assistance in the preparation of certain parts of this survey as may be seen <sup>from</sup> ~~by~~ the numerous footnotes, scattered throughout the chapters.

## The Organization

The motto of the organization sounds the aim of its work: To interpret America to the immigrant and the immigrant to America.

3) Park, Robert M. ~~Index~~ In letter to the writer

4) Queen, Stuart A. Private conference

J. Ray Johnson, of the Division of Immigrant Interpretation has the following to say:

" We have not set as our goal the Americanization of the foreign language press. On the other hand, we feel that the foreign language press reaches the immigrant in the only language he knows, occupies a very important place. We furnish material to these newspapers on subjects which are helpful to the newcomer in adapting himself to his new environment. We have a definite technique, but it is not one which asks one of foreign birth immediately to forget his motherland, and seeks to make an American of him before he is ready for the change." (9)

The Foreign Language Information Service was organized as a division of the United States committee on public information in March, 1918, to meet the emergency needs of the war. Eight hundred foreign language newspapers were furnished regularly with releases during this period.

Following the signing of the armistice, it was felt that the work which had been done was so worth while that it ought to be continued. But the government for financial reasons saw itself unable to follow out its wishes. For three months the Carnegie Corporation voted a special emergency fund to finance the agency as an independent organization. After August 1919 the Foreign Language Information Service continued for two years to carry on both as an independent organization and as a bureau of the American Red Cross and Community Service, Inc.,

On May 16, 1921 connections with both of these organization were severed because of financial difficulties and since that time the Service has operated entirely on the basis of subscriptions and endowments. It is a purely educational organization. The following extracts from the Interpreter will explain the work more fully. Additional information may be obtained by investigators in this field from the Foreign Language Information Service, 222 Fourth Ave., New York City.

" In recent years the largest single source of copy for many foreign language papers is the regular supply of articles summarizing American laws and interpreting American customs, which is supplied by by the F. L. I. S. These articles, of which three-fourths are based upon official government material, are displayed prominently in the press of all the larger groups.

" Their authoritative and non-propagandistic character makes them especially acceptable to editors and readers in need of practical information that will acquaint the newcomer with his adopted country. Publications which formerly were made up very largely with news and special articles clipped from European papers now print in every issue articles of practical value to immigrant workers, housewives, farmers, taxpayers and persons anxious to attain full citizenship in the United States. Matter of this kind is furnished by the Service in translated form to the (828 papers appearing in the language of) 16 largest immigrant groups.

In the mean time the German language press will continue to be the megaphone for the feelings and thinking of Americans of German birth and descent, for the words which appear in the tongue which is their common

heritage "go directly to the heart, grasp that innermost nature and leaves the most lasting impression." (6 It will continue to preach the gospel of liberty, freedom of opinion, speech and action and try to impress upon the rest of the citizenship of this country that the more the immigrant is allowed to feel that he has these things in America, the more loyal he will prove himself to his adopted home.

### The Reader

And so today America, and the arts and sciences of the New World, come to the immigrant through the medium of expression he has learned as a child. Virtually all that he knows about his own background and about the homeland, about the traditions and ideals of his adopted country, about the political, economical and social organization of America is dependant today upon the 203 German language papers printed on this side of the water. They interpret America to him, and him to America.

So it shall probably continue until experience delivers a final verdict and points a better way out. This will probably not be in the immediate future. As German immigrants continue to pour into this country they will fill the places left vacant on the subscription lists by those of the younger generations who prefer the national vernacular, and so the German language press shall continue to claim a place in modern American society as long as there is German emmigration.



There are those who would stop all immigration into the United States, if that were possible. There are others, however, who see in the immigrant a necessity to America's future growth. He has been a leaven in the past and ~~we~~<sup>they</sup> believe that in the future also he will have something to contribute to the temperament, the culture and the general philosophy of life of the American civilization. But it will be a tremendous task to patiently and intelligently disarm the native born of his suspicions and prejudices and to win the confidence of the foreigner for him.

The day may come when the whole notion of foreigners will disappear from the consciousness of the native American. International associations and a worldwide cosmopolitan spirit may at last triumph over nationalism and the differences of nationalities may then not have to be reckoned with. But that day has not as yet come.

As long as conditions remain as they exist today, there must <sup>also</sup> continue to exist some agency which will bring about at least temporary understanding between native born and the foreigner, and between the foreigners of one nationality and those of another. Toward this end we shall almost surely find constant need of a foreign language press

## The Editor

But as we watch the German language press continue, we should keep more conscious to its existence than was done in pre-War days. During that period between the landing of the immigrant and the time he learns our language the seed is sown, and it becomes the task of students of our social institutions, and of all good citizens in general, to see that ~~that~~ it is good seed which is sown.

The destiny of the Foreign language press rests in the type of man who will steer their course during the coming years -- the editor. The World war had a wholesome reaction upon him. He learned once for all that the native American citizen is ready to protect his country's interest in anyway and every way possible, and that he will be no less severe in case that danger is an internal one.

It is hoped that whoever these men will be who will choose to be editors of German language papers, that they will be loyal, law-abiding citizens with the welfare of their country <sup>ways</sup> almost uppermost at heart. It is not the medium of a foreign language which can condemn the foreign language press, but rather the editor with a foreign heart.

Placed as the editor is in the deepest of con-

fidence of the struggling immigrant, he can, if he will, be a most wholesome force in the great work of Americanization; and win results where any duplicate agency would utterly fail. If, on the other hand, he harbors in his heart a foreign loyalty, he will bring disintegration where others have built for centuries.

This the present-day German language editor appreciates and he has set out to do the right. He knows that this country is his country and that its interests are his interests. And so he has begun to cast his lot with the post-War America and chosen the role which he expects to play in the great American picture of the future American life.

#### The Final Word

The foreign language press indeed presents a genuine problem, the problem of the most sympathetic form of benevolent oversight, but the solution of the problem does not rest, perhaps, in the immediate wholesale prohibition of American newspapers published in the German language.

Sympathy, sanity and statesmanship in our Americanization will go farther than hysterical suppression.

Appendix A

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"The Yiddish Press, An Americanizing Agency," published in 1925 by Mordecai Soltes, was perhaps the first attempt to make a thorough study of any one individual foreign language press in this country.

"So far as the writer knows, Mr. Soltes' work has since then not been duplicated for any other language and he thus believes this thesis to be the second undertaking of this nature.

Since this study is among the very first of its type, the literature bearing directly upon this dissertation is very limited. There is a wide range of related material, however, a reading of which made possible an adequate background and perspective. The books listed below may or may not have been quoted in the body of the text. All of them should, however, be of usefulness to other investigators in this field.

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A most complete bibliography of the entire  
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as the study of foreign language papers is  
concerned may be found in the appendix of Mor-  
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Appendix B

MISCELLANEOUS TABLES

The first two tables are working tables as used by the writer in his preliminary work.

These tables are introduced here to give the readers a better conception of the amount of work involved to come to the final simple conclusions. There were 25 such tables in all, but the two given here are characteristic of the whole.

-b-

Any other tables which appear were furnished the writer by the Foreign Language Information Service of New York City.



Chenopod  
News Content  
Mar 22 - Apr 21



	1/22	1/23	1/24	1/25	1/26	1/27	1/28	1/29	1/30	1/31	1/1	1/2	1/3	1/4	1/5	1/6	1/7	1/8	1/9	1/10	1/11	1/12	1/13	1/14	1/15	1/16	1/17	1/18	1/19	1/20	1/21				
Aviation																																			
German	.4	0	0	1.4	1.2	1	1.4	.4	1.2	1	1.6	.5	2	9	1.5	0	2	0	.8	.8	1.3	2	4.3	3.9	1	4.2	2.6	2	0	2.5	400	} OK 2570			
Other	.4	0	.4	1.4	0	0	.3	.7	0	2	1	2	0	0	0	1.4	0	-1	-1	0	1.7	0	2	0	.5	.7	0	0	1	x9	131				
Total	.8	0	.4	2.8	1.2	1	1.7	1.1	1.2	3	1.7	.7	2	9	1.5	1.4	2	.1	.9	.8	3	2	4.5	3.9	1.5	4.9	2.6	2	2.1	2	3.4		531		
Accident																																			
German	0	0	0	0	0	0	0	0	.6	0	0	.5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	012	} OK 270		
Other	2	4.6	4.2	0	2.2	2.2	3	1.2	1	1.4	1.1	4	-6	2.8	1.5	-1	1.7	.4	2.3	1.9	.4	1.6	1.5	.8	2.7	2.1	0	1	2	1.7	1.8	481			
Total	2	4.6	4.2	0	2.2	2.2	3	1.2	1	1.4	1.1	4	-6	2.8	1.5	-1	1.7	.4	2.3	1.9	.4	1.7	1.5	.8	2.7	2.1	0	1	2	1.7	1.8	493			
Prime																																			
German	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	006	} OK 1070	
Other	6	5.6	7.7	2.7	1.7	4.3	2.7	3.1	3.3	2.4	1.8	3.9	2.6	2.2	2.7	2.6	5.9	.5	2.9	1.4	1.5	1.8	3	2.7	1.5	2.9	5	4	2.3	1.7	.9	936			
Total	6	5.6	7.7	2.7	1.7	4.3	2.7	3.1	3.3	2.4	1.8	3.9	2.6	2.2	2.7	2.6	5.9	.5	2.9	1.4	1.5	1.8	3	2.7	1.5	2.9	5	4	2.3	1.7	.9	942			
Court																																			
German	0	0	.9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	039	} OK 970	
Other	3.5	1	1.2	2	.3	.4	1	1.2	1.2	1.9	2.4	2.8	1.2	1.1	1.1	1.6	0	.7	1.8	1.9	3.7	1.8	1.3	1.9	.3	1.1	.8	2	2.3	.9	.5	389			
Total	3.5	1	2.1	2	.3	.4	1	1.2	1.2	1.9	2.4	2.8	1.2	1.1	1.1	1.6	0	.7	1.8	1.9	3.7	1.8	1.3	1.9	.3	1.1	.8	2	2.3	.9	.5	428			
Civic																																			
German	.8	0	1.5	3.7	.8	1	4.2	1.4	1.8	3.6	9.9	4.1	0	3.7	1.2	1.2	5.5	1	.6	1.3	2.8	1	4	7.1	0	.8	0	.9	0	1.9	663	} OK 3170			
Other	3.9	2.7	3.7	2.2	6.3	5.4	5.9	3.2	.9	6.7	3.3	4.2	6.5	4.2	3.5	4.3	10	7.1	4.7	10.3	4.8	2.7	5	6.8	3.9	2.8	4.5	3.6	8	1.6	1480				
Total	4.7	2.7	5.2	8.9	7.3	9.6	7.3	5	4.5	16.6	7.4	4.2	10.2	5.4	4.7	9.8	11	7.7	6	13.1	5.8	3.2	9	13.9	3.9	3.6	4.5	4.5	8	3.5	2143				
Entertainment																																			
German	1.1	3.1	1.3	1.4	4.4	1.8	1.7	1.3	3.1	2.9	8.1	5.7	1.5	4.3	3.8	3.6	5	8	2.7	4.5	3.4	2.3	5.4	3.3	8.8	5.1	4.3	3	3.6	4.3	4.6	1304	} OK 870		
Other	1.6	1	1.9	1.4	0	0	.7	0	0	0	0	0	0	.9	0	0	0	1.1	0	.3	1.4	0	.7	0	.4	2	0	0	0	0	0	116			
Total	2.7	4.1	3.2	2.8	4.4	1.8	2.4	1.3	3.1	2.9	8.1	5.7	1.5	5.2	3.8	3.6	5	9	2.7	4.8	4.8	2.3	6.1	3.3	9.2	5.3	4.3	3	3.6	4.3	4.6	1420			
Education																																			
German	0	2	0	2.9	0	0	0	0	1	0	0	0	0	2	0	4	0	0	.3	0	1.3	0	0	0	0	0	0	0	0	0	3	066	} OK 4770		
Other	0	0	0	0	0	.7	1.4	0	0	0	1.4	0	0	0	.4	0	0	0	0	0	.3	0	0	.8	.3	.2	.4	0	0	.5	1	075			
Total	0	2	0	2.9	0	.7	1.4	1	0	0	1.4	0	2	0	.8	0	0	.3	0	1.3	0	0	.8	.3	.2	.4	0	0	.5	1	141				
Industrial																																			
German	1.9	0	.8	0	6	2	.5	0	1.3	0	0	1.4	.3	1	.2	.7	0	0	.5	0	1	0	1.7	0	0	1.5	.5	1.5	4	0	.5	183	} OK 1970		
Other	2.6	3.6	1	2.2	3.8	2.8	2.3	1.3	2	2.5	1.9	1.7	4.4	5.3	1	4.2	1.6	.3	3.7	2.8	3.5	1.7	.6	2	.6	3.3	1.7	4.9	2.9	2.7	.6	757			
Total	4.5	3.6	1.8	2.2	4.4	4.8	2.8	1.3	3.3	2.5	1.9	3.1	4.7	6.3	1.3	4.9	1.6	.3	4.2	2.8	4.8	1.7	2.3	2	.6	4.8	2.2	6.4	3.3	2.7	1.1	940			
Prohibition																																			
German	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	000	} OK 100%	
Other	-1	0	.3	0	0	0	.8	.3	2.6	1.6	.7	3	.3	.8	2	.3	2.8	1.8	0	0	0	.3	1.6	0	.4	0	.2	0	.4	.3	0	150			
Total	.1	0	.3	0	0	0	.8	.3	2.6	1.6	.7	3	.3	.8	2	.3	2.8	1.8	0	0	0	.3	1.6	0	.4	0	.2	0	.4	.3	0	150			
Peace War																																			
German	2	0	.7	3	0	4	0	0	0	0	0	0	0	0	.3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	023	} OK 469	
Other	2	1.9	.8	4.1	2.7	.8	1	2	1.3	2.9	1	1	3	2.6	2	2.7	1.8	1.7	1	2.5	0	0	1.8	1.6	1	1.6	1.9	3	.9	2	1.7	259			
Total	2.2	1.9	1.5	4.4	2.7	1.2	1.1	2	1.3	2.9	1	1	3	2.6	2	2.7	1.8	1.7	1	2.5	0	0	1.8	1.6	1	1.6	1.9	3	.9	2	1.7	522			
Radio																																			
German	0	0	.8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	050	} OK 24%	
Other	0	0	0	0	0	0	0	.8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16		
Total	0	0	.8	0	0	0	0	.8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	66		
Athletics																																			
German	0	2.3	0	0	1	.7	0	1	2	0	4	1.5	1.5	.8	1.2	1	.5	1.9	1.5	1.3	.9	.9	.2	.8	2.8	.2	.2	1	0	1	.3	269	} OK 38%		
Other	0	0	0	0	0	.5	0	1	2	1	1.5	1.5	.8	1.2	1	.5	1.9	1.5	1.3	.9	.9	.2	.8	2.8	.2	.2	1	0	1	.3	166				
Total	0	2.3	0	0	1	1.2	0	2	1	1.5	2.5	2.3	1.4	2.3	1	.7	2.6	1.5	1.3	1.4	2.6	1	1.3	3.5	.7	1	2	2	1	1.6	435				

News Grand Total = \$18,100  
 To find % for each division divide 918.1 into the Division Total



Philadelphia Gazette - Democrat,  
News

Dates: Mar 22 - April 25

L. E. Buehling  
 932 Miss St.

	3/22	3/23	3/24	3/26	3/27	3/28	3/29	3/30	3/31	4/2	4/3	4/4	4/5	4/6	4/7	4/9	4/10	4/11	4/12	4/13	4/14	4/16	4/17	4/18	4/19	4/20	4/21	4/23	4/24	4/25		
A. American																																
I Local	3	9																														
German	3.5	5.5	3.3	1.3	3.1	1.8	4	2.2	3x	4.2	3.4	6.2	3.4	4.2	1.9	2.7	3.4	6.4	2.9	3.7	2.8	2.7	7.1	2.5	1.	4.4	1.5	1.2	1.2	1.7	901	
Other	5.6	5.5	9.5	4.1	10.	4.1	9.4	10.6	8.6	3.4	9.7	6.	4.6	5.3	8.6	3.3	8.2	5.5	5.7	15.8	9.8	3.3	11.3	4.4	8.	6.8	8.4	9.4	11.9	5.2	2220	
Total	9.1	8.5	12.8	5.4	13.1	5.9	9.8	12.8	11.6	7.6	18.1	12.2	8.	9.5	10.5	6.	11.6	11.9	8.6	19.5	12.6	6.0	18.4	6.9	9.9	11.2	9.9	10.6	13.1	6.9	312x1	
II State																																
German	0	0	0	0	0	2.5	0	0	0	0	.4	0	0	0	0	0	0	0	0	0	.9	0	0	0	.3	0	0	0	0	0	0.43	
Other	1.4	2.	.7	1.8	1.6	2.	1.4	1.1	1.7	.6	6.	1.5	1.7	.3	2.4	1.	2	.4	3x	1.5	1.4	2.5	4.5	2.	1.6	1.9	2x	1.4	2.3	2.3	53.6	
Total	1.4	2.	.7	1.8	1.6	4.5	1.4	1.1	1.7	.6	6.6	1.5	1.7	.3	2.4	1.	2.	.4	3x	1.5	2.3	2.5	4.5	2.	1.9	1.9	2x	1.4	2.3	2.3	57.9	
III National																																
German	0	0	0	0	0	0	0	0	0	0	.8	.1	0	2	0	0	0	0	0	.5	0	0	0	.2	.4	0	0	0	2.	0	0.42	
Other	8.3	10.7	10.5	4.6	9.3	10.7	8.3	9.3	7.7	7.8	9.3	11.7	8.	9.8	5.7	8.8	7.9	7.3	11.1	7.	8.5	9.9	8.6	10.7	6.8	9.3	7.2	9.3	7.7	11.3	26.31	
Total	8.3	10.7	10.5	4.6	9.3	10.7	8.3	9.3	7.7	7.8	10.1	11.8	8	10	5.7	8.8	7.9	7.3	11.1	7.5	8.5	9.9	8.6	10.9	7.2	9.3	7.2	9.3	9.7	11.3	26.73	
Am. Total	18.4	21.2	24	11.8	24.	21.1	19.5	23.2	21.	16	20.8	25.5	17.7	19.8	18.6	10.4	21.5	19.6	22.7	28.5	22.4	16.4	31.5	19.8	18.1	22.4	19.1	21.3	25.1	20.5	63.72	
B. Non-American																																
I Foreign																																
German	3.1	3.9	3.3	4.5	4.5	5.7	5.2	3.7	2.3	3.9	4.6	3.9	3.5	3.8	3.8	5.3	3.8	4.4	3.6	4.3	4.8	6.8	4	3.6	4.2	2.4	4.4	4.5	3.3	2.6	117.4	
Other	1.4	.3	2.7	2.9	1.2	2.6	3.9	2.3	1.5	8.4	1.8	2.1	1.6	.4	2.8	1.5	1.8	2.8	2.9	1.5	1.4	.4	1.5	1.9	3.6	1.4	1.	.9	1.8	2.6	62.9	
Total	4.5	4.2	6.	7.4	5.7	7.6	9.1	6.	3.8	12.3	6.4	6.	5.1	4.2	6.6	6.8	5.6	7.2	6.5	5.8	6.2	7.2	1.9	5.5	7.8	3.8	5.4	5.4	5.1	5.2	180.3	
II International																																
German	1.7	2.1	2.3	1.5	2.	3.1	.8	1.9	1.9	0	2.9	1.	1.2	.5	1.5	.3	1.3	1.	2.6	4.3	4.4	3.3	3.5	4.4	3.4	3.7	3.	2	0	1.9	6.34	
Other	.8	.7	0	5.5	0	1.	.3	0	0	0	.2	.3	.3	.3	.7	.9	.1	.3	1.1	0	.6	2.2	.9	.6	2.4	2	5.3	.3	x.8	.8	24.5	
Total	2.5	2.8	2.3	7	2.	4.1	1.1	1.9	1.9	0	2.9	1.3	1.5	.8	2.2	1.2	1.4	1.3	3.7	4.3	5.	5.5	4.4	5.	3.8	3.9	8.3	2.3	x.8	2.7	87.9	
Non-Am. Total	7x	7x	8.3	14.4	7.9	11.7	10.2	7.9	5.7	12.3	9.3	7.3	6.6	5x	8.8	8.0	7x	8.5	10.2	10.1	11.2	12.7	6.3	10.5	11.6	7.7	13.7	7.7	5.9	7.9	26.82	

Sunday's out.

compare Sun & other days.

Classif. by per 7 news-stories