Swiss American Historical Society

REVIEW

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History of the Swiss Consulate in New York
Swiss Heritage Preserved
Glarus und Scranton

Volume 58, No. 1 February 2022
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The Battle of Dornach 1499:
A Contest Between Two Early Tactical Infantry

by Albert Winkler

In July of 1499, two well-trained tactical infantries fought at the Battle of Dornach when the Swiss peasants and Swabian mercenaries or Landsknechte met in a major engagement for the first time. The Swiss infantry had been dominating battlefields in many parts of Europe for decades, but the Battle of Dornach was a close contest demonstrating that Swiss dominance might be over and a new age of infantries was soon to begin. While tactical infantries had been deployed on the field of battle for centuries, this was one of the few times in the Middle Ages that two of them met head to head.
The Swiss first developed the tactics that both they and the Swabians would use in the Battle of Dornach. In a lengthy development that took nearly two centuries to complete, the Swiss developed their advanced infantry tactics. By the Burgundian War of 1474-77, the Swiss had developed their mature military system usually deploying for battle in three square battle formations called *Haufen* (heap, mass) or pike squares. These squares were arranged close enough to support each other but were also capable of independent maneuvers. Rows of men on each side of the structure wielded pikes which were spears roughly eighteen feet in length and were designed to thwart cavalry attacks. In the center of the formation, the men carried halberds, a pole five to eight feet in length with an ax blade for slashing, a spear point for thrusting, and a hook for pulling cavalrymen off their mounts. When gunpowder came into use, this formation also used men with Harquebuses or early muskets to shoot at their enemies. The Swiss used the pike square with great skill and discipline, and they often kept this tight formation during challenging maneuvers including going up steep slopes or even crossing rivers.

When engaging the enemy, the pikemen would strike first. These troops often stood the length of one arm or about three feet apart, so they could wield their weapons effectively. The space between the men allowed the halberdiers to rush past the pikemen to engage the enemy at close quarters using their shorter weapons. If the pike square was surrounded by superior forces, it would stop advancing and then turn its weapons outward in a formation called the *Igel* (hedgehog) to meet attacks from all directions. Once formed, the hedgehog was never penetrated by enemy forces in over 200 years of combat.¹

The effectiveness of the Swiss military system was demonstrated in a spectacular fashion at the Battle of Murten in 1476. In a victory which gained the attention of all of Europe, the Swiss annihilated an army of Charles the Bold of Burgundy. This was a sensation and meant that the Swiss formations and weaponry would be copied in many lands, and infantries would eventually replace cavalry as the most important segment of European armies. According to the eminent German military historian, Hans Delbrück, the Swiss victory at Murten started a military revolution making it the greatest turning point in military tactics since the battle of Marathon in 490 BC.²

An early test of the Swiss system came in the Swabian War of 1499, when they met the Swabian Landsknechte using similar tactics and formations. The war took place because the Habsburg Emperor Maximilian I was attempting to unify the German Empire to meet internal threats from discontented regions, as well as the external

threats of France on the west and the advancing Turks on the southeast. Maximilian realized he must have an active, powerful army to resist such internal and external threats and began to reorganize the Habsburg army in the mid 1480s, and he hired Swiss mercenaries to teach the Swabians how to fight using their methods. These forces soon showed success on the battlefields of Europe, and they became eager to test their abilities against their former teachers, whom they deeply hated stemming from raids and petty intermittent warfare between the two peoples over many generations.

Maximilian tried to enhance the unity of the German Empire under his control by introducing a tax called the Common Penny to acquire funds, and the use of the Imperial Supreme Court to control judicial matters. The Swiss refused to recognize these reforms, and when the court passed judgments unfavorable to them, the Swiss became openly hostile. At that point, both sides began to prepare for war by massing troops on their borders. In the cold winter months of 1499, the Swiss and Swabian troops faced each other across the Rhine River in an uneasy peace, and they amused themselves by shouting insults back and forth. At one point, the Landsknechte mocked the Swiss by composing unchristian and offensive songs. The final affront came when the German mercenaries offended the Swiss’s sexual preferences. The Swabians displayed a cow and called to the Swiss to come over and make love to the animal. The men then mooed like cows and calves. The Swiss retaliated by staging a raid in which they burned a house and a stall. At this point, the war began in earnest.3

The Swabian War was poorly planned by each antagonist, and overall strategy consisted largely of border raids which involved the destruction of villages and the seizure of booty. Only a handful of major engagements took place which never involved the entire armies of either side, and the conflict has been described as war for war’s sake.

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An estimated 200 villages were destroyed on both sides and 20,000 people were killed. The Habsburg forces constructed bastions in the Alps east of the Swiss lands, from which the Austrians raided down the Alpine valleys, plundering and burning. In the battles of Frastanz and Calven, the Swiss and their allies marched up the valleys and over nearby mountains in impressive feats of discipline and stamina to attack the enemy positions. The Battle of Calven was a costly victory for the Swiss, but they had removed important Habsburg bases of operation.

By July 1499, the war was going badly for the Empire. The Swiss had been successful in defeating the Imperial forces in every important engagement of the war, and the Empire’s operations in the mountains of the Tirol and the Grey Leagues had floundered. But Maximilian still had some reason for optimism. He had assembled large armies around Constance and in the Sundgau Valley near Basel. Most of the troops in those areas had not seen any major action, and many were still eager to punish the Swiss and seek revenge for enemy raids. Yet any significant operations would have to take place soon because funds were nearly exhausted, the troops were complaining of a lack of pay, and some were deserting to return home. A single key victory could secure enough booty to keep the armies intact, and such a success would doubtlessly strengthen Maximilian’s war effort and might even convince the Swiss to come to favorable terms with the Empire.4

Maximilian’s plan was to make a demonstration in one area to divert attention and then to stage a significant strike in the other simultaneously. The largest Swiss force concentrations were around Constance, watching the Empire’s troop movements very closely. A large advance in that area would attract a good deal of attention, but a demonstration of force from Constance should not risk battle because

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A defeat might break up or even destroy the imperial army. The main attack would take place farther west, and Maximilian ordered Heinrich von Fürstenberg to advance from the Sundgau to take the strategic castle of Dorneck in the Birs Valley near Basel. Dorneck was a strategic focal point for a large area of the Swiss Confederation. From there, an army could march west to the Jura mountain passes, southwest to Bern, south to Solothurn, or east to Olten, and from Olten, down the Aara Valley to the Zurich area.\(^5\)

\(^5\) Johann Lenz, *Der Schwabenkrieg*, (Zürich: Orell Fussli, 1849), 136.
In May and June 1499, Fürstenberg assembled his army in the Sundgau of south Alsace. It numbered between 10,000 and 15,000 men, but these troops varied much in quality. Many were simple conscripts who had little interest in the campaign or its outcome. Others were the superb Landsknechte from the Gelderland, numbering over 2,000 men who were very able and experienced German mercenaries. The infantry was armed in a similar fashion as were the Swiss with long pikes and other shorter weapons much like the halberd. The army had many large artillery pieces for sieges and smaller cannons to be used
against the enemy infantry in battle. The cavalry consisted of 1,100 of the feared and respected Welsch Guard (French guard) from Burgundy. These were heavily armored men and horses, who were very effective in battle and known for running down their enemies. However, due to lack of pay, these knights were poorly motivated and proved to be largely ineffective in battle because they were more interested in taking booty than in the conflict.  

Fürstenberg could have marched on Dorneck early in July and met little resistance, but he decided to await the arrival of more horses, thus allowing the Swiss more time to react to his threat and prepare a better defense. Solothurn purchased the castle of Dorneck in 1490, and the city recognized the strategic value of the fortress and manned the position throughout the war. Benedikt Hugi led the small garrison of slightly more than 20 men, and their commander was concerned about his ability to protect the castle in case of attack. He wrote to Solothurn frequently for more men and support. The city finally reacted on July 9, 1499, and sent masons to repair the castle and artillery pieces to strengthen the fortress, but these preparations were unfinished when the enemy army arrived.

Solothurn sent its mayor, Niklaus Conrad, and 1,500 men to Gempen, a village about four miles from Dorneck, to watch the area and harass the imperial forces should they advance. A Swiss army of 6,000 men was watching the enemy forces at Constance, but the demonstration from that fortress was unimpressive, so Solothurn was able to convince them that the greatest danger was at Dorneck. When the Swiss facing Constance heard that Fürstenberg’s army was

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approaching the castle near Basel, most of them marched to Gempen as rapidly as possible. For the first time in the war, Bern, angered by Swabian raids, sent a large contingent of 3,000 men to help Solothurn. On July 20, 1499, the Swiss contingents began to reach Gempen. 

The imperial army started to arrive near Dorneck early on July 22, 1499, and those troops began to prepare a siege according to all the accepted practices of the age. The nearby villages, including Dornach, had already been destroyed during a raid in March, so the armed forces found little to plunder in the area. July 22 was St. Mary Magdalene’s day, and the army took advantage of the holiday. The men played games, danced, and sang in the fields between the villages of Dornach and Arlesheim. Only the artillerymen were busy because they had to dig into the ground to lay the largest siege cannons on the correct trajectory to hit the castle while absorbing the recoil of the weapons at the same time. Smaller artillery pieces were placed around the castle to shoot in various directions in case of an enemy advance. Those devices were also placed on the road between Dornach and Gempen to ward off any possible Swiss attack by that route. This was the only real precaution taken against the possibility of a surprise attack. Fürstenberg’s men failed to place lookouts and to send scouts to reconnoiter the area. A man from Basel came to warn the troops that Swiss forces were nearby, but his timely caution was ignored.

Niklaus Conrad could see the entire imperial army from the Schartenfluh hill, and he believed that a surprise attack in sufficient strength could be successful, but all available manpower would be needed to be present to make such an effort. Additional Swiss forces started to arrive in the morning, but they were tired, hungry, and wet with sweat from their long marches. By the early afternoon, they numbered over 5,000 excellent troops. Among them were 3,000 Bernese troops and another 400 from Zurich. The men from Solothurn

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shared food and wine with these men, and they were given some time to rest.\textsuperscript{10}

The only groups that were still on the march were 600 men from Luzern and 400 from Zug. The Swiss war council decided to go into battle without these additional men because if the attack were long delayed there would be little chance of concluding the battle before nightfall, but they hoped that the expected contingents would arrive in time to aid in the outcome of the battle. This time the Swiss advanced in two pike squares, a vanguard (\textit{Vorhut}) and a main formation (\textit{Gewalthaufen}), believing that the men from Luzern and Zug would comprise the rear guard (\textit{Nachhut}) when they arrived on the scene. To avoid detection, the men marched through the forest instead of using the road. These forces started their advance in the mid afternoon.\textsuperscript{11}

The Swiss battle plan was complicated, but it could be successful if total surprise was achieved. Niklaus Conrad was the commander of the vanguard, comprised mostly of men from Solothurn. When this formation advanced from the forest, it divided into two groups. The smaller one turned to capture some small artillery pieces, while the larger one, led by Conrad, went straight for the large siege cannons, which they were successful in taking. Heinrich von Fürstenberg heard the noise and came to see what was happening. He got too close to the Swiss who dragged him from his horse and killed him. At the very outset of the battle, the imperial army was deprived of its commander, but much of his army continued the contest without him. Conrad’s group pushed on westward right through the center of the Swabian camp. These men were surprised, thrown into great confusion, and many, including the Welsch Guard, fled across the Birs stream.

Conrad and his men had shown great initiative, but that vanguard was too small to keep the imperial army long in confusion. The Swabian Army began to form up into battle formations, and the


\textsuperscript{11}Tatarinoff, \textit{Beteiligung}, 175.
Welsch Guard returned to threaten Conrad’s forces. The Swiss vanguard was soon hard pressed and was forced to fall back towards the forest. This contingent was only spared from slaughter by the skillful use of the pike and musket.12

The smaller part of the vanguard was able to take the enemy cannons, but it soon met stiff resistance as well. These men had to fight desperately to keep from being overwhelmed, but they took heavy casualties in doing so. This group was saved from annihilation when the Swiss main formation (Gewalthaufen) of 3,000 men from Bern broke clear of the forest. The main force had advanced as rapidly as possible, but the dense undergrowth had slowed its progress. By the time it entered the field of battle, both sections of the vanguard were in grave danger, and the Swabian mercenaries (Landsknechte), were forming into a large pike square. The smaller Swiss groups in the vanguard fell back to join the main formation, and these combined forces then marched to meet the German infantry.13

At that point, the battle became one of German foot soldiers against the Swiss infantry because the Swabian cavalry, and some of the Welsch Guard, withdrew from the fight. Many of them were raiding far away, and the four hundred remaining were more interested in robbing the dead than in actually participating in battle. The artillery was also no factor in the contest even after the Swabian cannoneers returned to their weapons after being chased off the field. They were unable to use their artillery pieces effectively because their larger weapons were aimed high to hit Dorneck and they were unable to train them on the enemy. The Swiss were also forced to leave their cannons behind because they could not bring them through the dense forest to the battlefield.

The German mercenaries and the Swiss fought it out on the fields between Dornach and Arlesheim. The contest was costly and a prominence on the field of battle became known as “Blood Hill.” For

12 Anshelm, Berner-Chronik, 2: 229.
13 Lenz, Schwabenkrieg, 152.
hours the two armies fought, the outnumbered Swiss making up in ferocity what they lacked in manpower. No doubt, each side engaged by thrusting forward with their pikes, while the men with halberds looked for any opening to rush forward and engage the enemy at close quarters. The troops with muskets also fired into the ranks of the opposition bringing noise, smoke, and casualties inflicted at a distance to the battle. Both armies pushed back and forth against each other as the fighting swayed over the fields. Whenever one force made an advance into the other, there would be a rally by the opposition, and the front would again become stable. There was little chance for maneuver because any change in the disposition of the troops invited an attack by the other side before the redeployment could be complete. Neither side was able to break the other’s ranks successfully, the battle continued to rage fiercely, and the men on both sides became increasingly exhausted. The battle appeared to be a stalemate if nothing changed.\footnote{Rieter, “Schwabenkrieg,” 148, and Anshelm, \textit{Berner-Chronik}, 2: 230.}

As nightfall was approaching, the battle was finally decided by the timely arrival of Swiss reinforcements from Luzern and Zug. These troops entered the field of battle near Arlesheim, shouting and blowing horns, as they rushed to join the Swiss main mass. With these fresh reinforcements, the Swiss staged their final attack. The weight of the advance of the reinvigorated Swiss was too much for the exhausted German mercenaries to bear, and they broke and fled. When they had stood in the ranks, the \textit{Landsknechte} had been able to inflict as many casualties as they had suffered, but their losses mounted rapidly when they were in flight, because they could no longer protect themselves in battle array. The Swiss, furious after their costly and difficult victory, pursued their enemies as they attempted to flee across the Birs stream, killing everyone of them when they could be apprehended. In the ensuing darkness and confusion as night fell, the Swiss fell upon their own men, killing each other. When all of the men in the imperial army had fled across the Birs and night had fallen, further pursuit became
impossible. Then the exhausted Swiss laid down on their weapons where they were and slept.\textsuperscript{15}

The contest between the Swiss and the German mercenaries was bitter, and experienced soldiers testified to the ferocity of the battle. About 3,000 German mercenaries, largely in their flight at the end of the contest, and 500 Swiss had been killed in the battle. The Swiss were given proper burials, but their adversaries were left to rot. Imperial emissaries sought to retrieve the bodies of the fallen noblemen, but the Swiss replied that the nobles would have to remain on the field of battle with the dead peasants. Only the body of Heinrich von Fürstenberg was taken from the field to the church at Arlesheim.\textsuperscript{16}

The Swiss showed a great deal of concern for their wounded and for the families of the dead. The wounded were taken to nearby towns where they were cared for until they had fully recuperated. By common consent of the troops, all the booty taken in the battle was divided among the wounded and the widows and orphans of the dead.\textsuperscript{17}

After the battle, the Swiss had an excellent opportunity to march into Alsace or the Swabian lands, but the army showed no interest in such advances. They remained for six days on the battlefield and then returned home. Skirmishes took place in the area for days, but the fighting soon died down. When Maximilian heard the news of the Swiss victory, he ceased his military activities, which had become little more than an artillery exchange between armies around Constance.\textsuperscript{18}

The Empire’s war effort nearly collapsed because continued fighting was considered to be fruitless, and military activity dropped off until early in August, when there was hardly any fighting at all. On September 22, 1499, the protagonists signed the Peace of Basel. According to the agreement, Maximilian recognized no further authority to tax or to put


\textsuperscript{16} “Hauptleute etc. der Stadt Bern im Feld an Bern,” July 24, 1499 in Aktenstücke zur Geschichte des Schwabenkrieges, 389-90 and Tatarinoff, Beteiligung, 183.

\textsuperscript{17} Elgger, Kriegswesen, 172-3.

\textsuperscript{18} Brennwald, Schweizerchronik, 2: 455.
courts over the Swiss states. But much had changed because of the Battle of Dornach. The Swiss would soon lose their dominance, and the German mercenaries were on the ascendency.

~ Utah Valley University
History of the
Swiss Consulate of New York

by Louis H. Junold
(first published in 1926)

Like the falling of a star,
Or as the flights of eagles are,
Or like the fresh spring’s gaudy hue,
Or silver drops of morning dew,
Or like the wind that chafes the flood,
Or bubbles which on water stood;
Even such as man, whose burrowed light
Is straight called in the paid tonight,
The wind blows out, the bubble dies,
The spring entombed in autumn lies,
The dew’s dried up, the star is shot,
The flight is past, and man forgot

~ Francis Beaumont

To my mind the greatest interest of the world is the life of man!
His sacrifices, his service, his sorrow; his love, success and disaster
are all the unfathomably mysterious thing called Life. The harder his
trials, the more his tribulations, the greater his writhing for justice and
beauty—the richer his life and the greater his appreciation of it.

Perhaps it is my keen love of biography and the extraordinary
interest in the study, which has inspired me to write about my
predecessors, whose lives though not within the category of the heroic
and though not gloriously acclaimed by the world, having left no very deep “footprints on the sands of time,” still have rendered a true service to mankind and their country. They have triumphed over difficulties and perplexities, and they have accomplished their tasks in a silent and dignified manner, and so left the annals of the New York Consulate their names as clear torches to light the way for those who follow on a path of duty well defined and firmly trodden.

Let us rub the lamp of our imagination and with a sweep roll back the years to picture New York the city of the early nineteenth century. To its quaint houses and figures the scent of the old world still clung and its colonial aristocracy savored still of the courts and kings. Courts and kings with influence dimmed, yet by this very dimness enhanced in charm.

Across this picturesque background flitted the figures of the ladies of the day with their tiny waistes and voluminous dresses of unbleached and watered muslin which even the cold breaths of winter could not bar; and their sweet smelling delicate violets worn in honor of the Bourbon Kings of France whose political emblem they were: gave that little touch of elegance which so charms the onlooker.

Society was not privileged to sojourn in Florida or the Riviera in winter; nor to Newport or Europe in summer. A few weeks at Saratoga Springs, on the banks of the Hudson or the Rockaways was the modest summer diversion of the Upper Ten. Indeed there was also a dearth of theatrical diversion, for unlike today’s extravagant galaxy of amusement, New York of 1822 boasted of but one theater, the Park, with a seating capacity of 2,500.

It was but a few years before 1822 that the present system of streets and avenues in New York was decided upon by a special commission appointed by the city. It is remarkable that these commissioners could have anticipated the huge population a century in advance. Instead of embellishing the city, as many others had done, by adopting a plan with circles, ovals, and stars, the commissioners
wisely adopted the plan of straight lines and in so doing saved a great deal of space.

At this period when progress, the developing of industry, and the education of the laboring classes were stimulating the minds of the people, Henri Casimir de Rham, born July 15\textsuperscript{th}, 1785, at Giez near Yverdon, Switzerland, son of Johann Christoph Wilhelm de Rham of Brunswick, Germany, and his wife, Anne, daughter of Sir James Kinlock, Bart of Gilmerton, Scotland, was appointed on July 23\textsuperscript{rd}, 1822, the first Swiss Consul at New York.

De Rham was probably one of the most prepossessing men of his time, being well over six feet tall and singularly handsome, combining a splendid physique with an attractive personality. He was educated at the Military School of Munich, Germany, and came to

*Henri Casimir de Rham (1785-1873).*
New York in 1805 when there were not more than 80,000 inhabitants here. At the time of his appointment, however, the city had grown and there was approximately 18,000 dwellings with a population of 125,000, making about seven inhabitants to each house.

The first Swiss Consul in New York was particularly well adapted for the position as he was not only a staunch friend and sincere adviser of the Swiss, but he was a widely known and influential business man, which attributes are said to be primary requisites for a successful Consul. He had a brilliant mind, was an ardent reader, and to the very last interested himself in the current topics of the day.

I cannot mention Mr. De Rham’s business career without paying the tribute to his success which a brief resume offers.

*     *     *     *

De Rham started businesses about 1803 at 79 Washington Street. Shortly after the War of 1812, he formed a partnership with Isaac Iselin, who had been a partner of the house of Le Roy Bayard & Company, under the firm name of the de Rham & Iselin engaged in banking, importing, and commission business, dealing principally in the dry goods from France, Switzerland, and Germany. They did a large commission business, sold cargoes of all kinds of merchandise, did also a profitable banking business and were the heaviest buyers of foreign exchange in New York.

Most houses which were expensively engaged in foreign commerce in 1813, found their connections and resources cut off and were obligated to close up their business. De Rham went through the crises safely and was one of the heaviest subscribers to the Government Loan of $16,000,000 which was authorized, but only $4,000,000 was offered. Henry C. de Rham’s subscription was $32,300.

The firm moved in 1823 to 44 Broad Street. This building was burned in 1845, the concern losing all its records. They subsequently occupied offices at 25 Exchange Place, 49 Wall Street, and 79 William Street.
In 1815, Maria Theresa, daughter of Doctor William Moore, the brother of Bishop Benjamin Moore, and of his wife, Jane Fish, descendants of John Moore, who came to American in 1657, became the wife of Henri Casimir de Rham.

De Rham took his brothers-in-law, Benjamin and William Moore, into partnership. In 1836, Isaac Iselin retired to return to Basle, Switzerland. Later Wm. Moore also retired and Benjamin Moore died. The business was continued under the name of de Rham & Company by Mr. de Rham who remained active therein until his death.

The de Rhams had four children; three sons, two of whom died in early manhood, and one daughter. Until 1826, they had a private residence at 60 Greenwich Street, after which they moved to 22 Park Place, and in 1850 purchased from Henry Brevoort the property at the northwest corner of Fifth Avenue and Ninth Street, which remained in the family until 1920. The de Rhams also owned a country place at Norton’s Cove on the Hubson Reive at the foot of what is now 42nd Street. In 1834, de Rham bought a country place in the Highlands of the Hudson directly opposite West Point, which he named “Giez” after his birthplace, and which in 1926 was still owned by his family, and occupied by his grandson Charles de Rham. In 1845, he purchased property at Newport, Rhode Island, and spent a portion of each year there.

On August 2nd, 1842, he retired from the post of Swiss Consul. Mrs. De Rham passed away in the year 1855, but her husband lived many years after, growing old gracefully, and retaining until the end a fine brain and a kind heart beloved by all who knew him.

The game of whist was among his favorites, and he played it with great exactness and gusto even after he had passed the age of 80.

So great was his enthusiasm of the game that he belonged, until his death, to the Thursday evening Whist Club which was established in the early part of the nineteenth century, and which met formerly at Henry Leight’s. At this time, the following members belonged:

Dr. J. Augustine Smith, Alexander Duncan, Gouverneur Kemble, William Kemble, H. C. de Rham, I. W. Smidt, A. C. Rossire,
A. P. Pilot, Mr. Bartlett, Sir Edward Cunard, Eugene Dutilh, Royal Phelps, W. B. Duncan, August Belmont, Charles March, Mr. Kingsfords, George Moke, Henary Chauncy, and William C. Peckergill.

Mr. de Rham took an active interest in religious matters and was a member of the Episcopal Church. From 1836 to 1847, and from 1864 to 1873, he was a vestryman of St. Philip’s Church in the Highlands. He was also on the vestry of the Grace Church in New York before it moved to its present location at Broadway and Tenth Street.

The year 1873 closed the life of Casimir de Rham. Time and space do not permit relating the many colorful incidents and adventures which must have filled his interesting career, but in the conciseness a life of usefulness and service is revealed—a life well spent.

Thus an earth glorified with the beauty of autumn and tinged with the wistful soulfulness of winter received back her own, and on October 5th, Henri Casimir de Rham was buried beside his wife in the cemetery of St. Marks in the Bowery, New York.

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Upon the retirement of Henri Casimir de Rham, Louis Philippe de Luze, a man of considerable popularity both in business and society, was appointed Swiss Consul at New York on August 2nd, 1842.

De Luze was born in Frankfurt, Germany, on September 14th, 1793. He was a descendant of Jean Jacques de Luze, a Huguenot who left France in 1688 to settle in Neuchatel, Switzerland, and whose son de Luze was knighted by Frederick the Great; son of Jean Jacques, Alexandre, was Captain of the Swiss Guards and died valorously at the Tuilleries in “1792” defending Louis XVI of France. His name is engraved on Thorwaldsen’s Lion of Lucerne.

On April 26th, 1821, Louis Philippe de Luze married Sarah Ogden, the eldest daughter of Thomas Ludlow Ogden of New York. The witnesses at the wedding were Henri Casimil de Rham, Alphonse du Plasquier of Neuchatel, and William H. Astor of New York.
De Luze made many trips to Switzerland the beloved country of his father.

He lived at various places in New York: 26 Park Place, 26 Beach Street, and 6 Greenwich Street. Around the year 1863, he bought a large brownstone house at 16 East 33rd Street where he resided in winter, and spent his summers at Greenwich, Connecticut, and College Point, L. I.

It is worthy of mention and interesting to relate that during Philippe de Luze’s administration and on February 3rd, 1846, the first appeal was made for the foundation of a Swiss society. The appeal met with success and a society was formed and called “Helvetia Lodge No. 1.” It was composed mostly of laborers and small merchants.

At about this same time, the Helvetia Rifle Club was organized, whose members were skillful marksmen: and the first Swiss singing society, “The Helvetia Maennerchor,” was organized in January 1858.
Due to the continuous appeals for help from the needy Swiss, the organization of Benevolent Society became absolutely necessary and so in 1846, Louis Philippe de Luze was appointed the first President of a society which has and still continues to aid, assist, and comfort many needy, disappointed, and wary souls who have wandered far from their never to be forgotten country. Switzerland has stood universally as an undreamed of Paradise; a co-mingling of art, music, and poetry in its ever glorious mountains. Travelers never forget its splendor and grandeur. Imagine then the yearning of a native whose footsteps have led him to other lands.

During the consularship of Louis Philippe de Luze and on December 30, 1853, Adrian George Iselin was appointed the first
Swiss Vice Consul at New York. He was born September 18th, 1818, at the country place occupied by his father, Isaac Iselin, situated on what is now known as Riverside Drive, just south of General U.S. Grant’s tomb—at that time a city of vast importance, still growing, still surging onward reigning pompously in wealth and population. A revelation since 1822!

Iselin was particularly well known in the social and business world. He was a banker and the founder of the still existent firm of A Iselin & Company, bankers, at 36 Wall Street, New York City. He came to New York after the return of his father to Switzerland and entered the dry goods importing firm of which his brother-in-law, Henry Barbey, was a member. From this firm sprang that of Moran & Iselin, engaged in the dry goods importing and banking business from 1840 to 1854. In the latter year, the senior member of the firm, Mr. Charles Moran, withdrew to found the firm of Moran Bros., bankers. The business of the old firm was continued under the name of A. Iselin & Company, still existent in 1926. In 1864, Mr. Iselin withdrew from active participation in the dry goods business, but continued the banking business under the name of A. Iselin & Co. He retired from the firm in 1878, leaving the business to be continued by his sons and grandsons.

The dry goods business of the firm of A. Iselin & Co., was continued successively by Girand Barbey & Co., Richard Iselin & Co., Iselin, Neeser & Co., and is now, in 1926, carried on by William Iselin & Company, with Mr. Iselin’s son, William, and two of his grandsons as partners. While he retired from A. Iselin & Co., in 1878, Adrian Iselin remained actively interested in many important business and charitable enterprises up to the date of his death. He was one of the founders of the New Rochelle Water Company. He acquired control of the Buffalo, Rochester, & Pittsburgh Railway Company and it was mainly through his efforts and good judgment that this company developed into an important coal-carrying road.

In 1845, he married Eleanora O’Donnel in Baltimore, Maryland.
Both Iselin and his wife were very charitable and did much for the city of New Rochelle where his family have had their summer homes, contributing generously to the erection of its schools and churches, as well as to various benevolent undertakings. He always took great pride in Switzerland, the home country of his ancestors.

Iselin was one of the founders of the Metropolitan Opera House—that pile of masonry around which clings so much of the glory and beauty of the music world, both in the shadowy remembrances of its past in the living fame of its present singers. He was also prominent in many enterprises such as the American Museum of Natural History, the Metropolitan Museum of Art, the Hospital for the Relief of the Ruptured and Crippled, and many other worthy undertakings which are vital and silent tributes to a great humanity and charity.

In 1895 when the Iselins celebrated their golden wedding anniversary, Adrian Iselin presented to the city of Basel, the monument to Isaac Iselin, the Secretary of State, which stands in the Schmiedenhof.

On December 1st, 1873, Consul de Luze retired from the service, and died four years later at Collge Point on August 21, 1872, and was buried in the family plot at Greenwood Cemetery. A stone monument in the form of a Swiss cross covers his grave.

Ten years after the retirement of de Luze and on June 8, 1883, Adrian Iselin also left the service. But his career did not stop there for he lived many years after—to the end a man of great prominence and philanthropy, whose name will always be linked with the progressive and financial history of New York.

Iselin passed away on March 28, 1905, in New York.

* * * *

The next and third Swiss Consul at New York whom I have the pleasure of writing about is Jacques Bertschmann. His life prior to the appointment as Consul is perhaps the most interesting of any. For
each episode is so mixed with the historic and romantic figures of the nineteenth century that it reads far more like a story than a biography.

Bertschmann was the son of Jacob Bertschmann and Barbara Punfschilling Bertschmann. He was born in Bettingen near Basel, Switzerland, on November 17th, 1835. The Bertschmanns had lived in the locality of Bettingen since the fifteenth century and his father was a man of prominence in his town. Many members of his family had been officers in the Pope’s Swiss Guard for generations, and had also served in the French and Swiss armies.

His early education was at a school some miles distant from his home. Later, he entered the Politechnical School in Zurich.

Upon the second marriage of his father, Bertschmann left home and commenced a tour of Russia by sleigh. There he chanced to meet Prince Orloff, the Russian Ambassador to France and member of a well known noble Russian family. Prince Orloff became attached to young Bertschmann and took him to Paris as his private secretary. They arrived in Paris just prior to the Paris Congress following the Crimean War, and so it became the duty of Bertschman to record the minutes of the conference for Prince Orloff.

As secretary to the Prince and also undoubtedly because of his striking personality and handsome appearance, Bertschmann obtained entree into the gay and fashionable society of Paris—Paris and France under the regime of that unscrupulous autocrat Napoleon III—a more gay and fashionable court than that of beautiful Empress Eugenie would have been hard to duplicate; for in those days, all the brilliance and beauty radiated from Paris. The gaiety during Bertschmann’s sojourn in the city was augmented by the birth of the Prince Imperial in whose honor many festivities were given, and it was then that he chanced to meet Otto von Bismarck the Prussian Minister to France.

His career was not just diplomatic, for in 1859 he received a commission as Captain on the staff of Marshall MacMahon and fought in the Battles of Magenta and Solferino against the Austrians. Some time later he engaged in the silk business in Paris and came to the
United States in 1861 as a silk agent. Here he met du Pasquier and entered into a partnership with him. A few years later he accepted the agency of the Switzerland General Marine Insurance Company of Zurich with headquarters in New York, becoming the first foreign agent of a marine insurance company in this country.

On December 1st, 1873, he was appointed Swiss Consul at New York, in which post he held until December 31, 1912, when at the age of 77, he resigned. Upon his retirement, the New York Swiss Club on December 14th, 1912, combined the celebration of their anniversary with a banquet at the Hotel Astor in his honor.

Bertschmann’s consularship was characterized by great popularity and although he filled his position with dignity, his charming manner and sociability were manifest on every occasion.

He was a clever orator, being concise and impressive; a good entertainer ever ready to render the popular Swiss Yodels; and above all a man of great benevolence to his poor countrymen. He was President of the Swiss Benevolent Society in the years 1870, 1871, and 1872.

Probably the last appearance in Swiss circles of this splendid old gentleman was during the great war on August 16, 1917, at a small luncheon given by me at the Union Club in honor of the new Swiss Minister, Sulzer, and the Swiss Mission to the United States which had arrived the day before from Europe.

To the last days of his life, Paris, France; the brilliant French Court of Napoleon III; the memorable years from 1856 to 1861 when he and so many men influenced French—I might say universal history—were ever present with him. His fondness for France, her literature and people, his predilection for memoirs, especially such as treated of the 1st and 2nd Empires, were strong characteristics.

Bertschmann died at his residence, 306 West 73rd Street, New York City, on October 28, 1918, but his memory still lives fondly in the hearts of those who knew him, for one rarely forgets such a personage.
His wife, Mrs. Emilia Becker Bertschmann, and his son Louis, passed away a few years before him, his sole survivors being his daughter-in-law, Mrs. Mante Smith Bertschmann, and her two sons (his grandsons) Jean Jacques and Louis Frederick Bertschmann.

During all these years, Swiss Societies were continuously cropping up, and some of them have been perpetuated successfully to this very day.

The year 1869 greeted the organization of the Grutliverein, the Societa Ticinese di Mutuo Soccorso and the Jura Maennerchor; in 1884, the Societa Patriotic a Liberale and the Swiss Club, and from 1869 to 1884 and in the ensuing years, many others.

I would prefer that I had the time and pace to write in detail regarding the organizing, purpose, and splendid work of the many societies that have been formed; but I will say that each and everyone of them have endeavored to bring about a fine spirit of fellowship, sociability, and benevolence among their compatriots, and they have not endeavored in vain, or to many, a Swiss society as a center of many enjoyable evenings where friends are to be had “but for the asking,” a pleasing contact with fellow countrymen, a haven of comfort to a homesick heart.

On June 8, 1883, and during Bertschmann’s consularship, James Eugene Robert was appointed Vice-Consul of Switzerland for New York and the New England States, upon the retirement of Adrian Iselin.

Robert was born in La Chaux-de-Fonds, Switzerland, on July 22, 1833. Due to his father’s business interests in the United States especially in importing Swiss watches, the family came to New York in 1840. James Eugene Robert was educated in New York City, but took up special courses in Koenigsfeld, Germany. Upon the completion of his education, he entered his father’s watch importing firm. He kept in close relationship with the country of his birth, and made frequent trips to Switzerland. While in New York, however, he always took an active part in the Swiss colony.
Mr. Robert’s life was characterized by a great philanthropy to not only his own compatriots but to humanity in general, and his home in New York at West 71st Street was noted for the hospitality, kindness, and lavish manner of its host.

He was one of the founders of the Swiss Benevolent Society in New York, held several times the office of President of that organization; and it was mainly due to his tireless effort that the Swiss Home on West 67th Street was made possible in 1904.

Eugene Robert was a religious man and took a great interest in church work. During his lifetime, he was an active member of the French Evangelical Church at 126 West 16th Street, and held the position of Elder and Treasurer of the church for almost 50 years.

He was a charter member of the French Branch of the Y.M.C.A. in New York, and was on the Board of Governors for many years. He was one of the founders of the French Evangelical Home for Young Women in New York, and its treasurer and trustee from its foundation until the time of his death. It is to be noted that he took a special interest in all French and Swiss charitable organizations. He was also actively interested in the Franco-American Committee of Evangelists that later became the American Huguenot Committee.

Robert’s business activities included the position as director of the Germania Fire Insurance Company and the Empire City Fire Insurance Company of New York. He retired from business in 1890 and on October 3rd, 1907, died at his country house in Greenwich, Connecticut.

* * * *

So the years have marched on and dim figures and places have receded into the haze of the past and to whatever of immortality Providence has granted them; and I am now confronted with the task of writing about myself and my times. Concerning the former, I must
confess to having little of interesting personal history to relate, about of the latter I am less skeptical.

New York had surged onward into the towering restless, ambitious city of the twentieth century. The city of Walt Whitman so marvelously describes in his poem “Manhatta,” and in these lines:

“Numberless crowded streets, high growths of Iron, slender, strong, light, splendid uprising toward the skies.
“Trottoirs throng-d, vehicles, Broadway, the women, the shops and shows,
“A million people—manners free and superb—open voices—hospitality—the most courageous and friendly young men,
“City of hurried and sparkling waters! city of spires and masts! City nested in bays!”

My service to my country began in March of the year 1909, with the appointment as Vice Consul during the consularship of Jean

Louis Henri Junod, Importer of Embroideries and Laces, Consul of Switzerland in New York City.
Jacques Bertschmann, and in that period my duties consisted mainly in attending many of the Swiss gatherings as a representative of the Consulate of Switzerland, since such affairs were rather arduous for the ageing Consul. I succeeded Bertschmann on January 1, 1913, as Swiss Consul at New York; and before continuing, allow me to recount a few events of my early life.

I was born at the rectory adjacent to the Calvinist Church of Serrivres, a suburb of Neuchatel, Switzerland. It was my father’s first parish and he had preached there for eight years prior to my birth. On the site where his church was built in 1666, the Reformator Guillaume Farel, a disciple of Calvin, preached on December 14, 1520.

My first public school education was at Basel, Switzerland, where my father had accepted the rectorship in the French Huguenot Church. I was rather an unmanageable and recalcitrant youngster with a tremendous amount of vitality and energy which led me into so many scrapes and accidents that my parents quite despaired of my ever reaching manhood, and undoubtedly caused the principal of the school in Basel where my father held a position of some consequence, to advise him sending me to a severe boarding school.

Accordingly, at the age of 13, I went to a boarding school at Peseux new Neuchatel which I attended for two years.

In the meantime, my parents moved to Nice, France, where my father accepted the post of President of the Theological College, and it was there that I joined them and finished my education at the college of Nice.

At a rather early age, I showed an aptitude for drawing which my parents fostered, and which proved to be absolutely invaluable later. When I entered the Swiss embroidery business, I soon learned that artisteness and taste are essential prerequisites for success.

Whatever of artistic talent I possess, is unquestionably inherited from my mother, a very gifted woman, who wrote beautifully in German and French. She also had a lovely voice, drew and painted admirably and displayed considerable literary talent, the
last undoubtedly a heritage from her uncle, Jean Jacques Reithard, the noted Swiss poet.

Early in my career, I became interested in importing Swiss manufactured articles to the United States, and at the age of 22 I came to this country as the special representative of Steiger & Company, the then largest manufacturers of embroideries in Herisau, Switzerland. A measure of success attended these efforts and a few years later I decided to settle permanently in New York, and thus became the selling agent for several additional Swiss manufacturers. Since 1907, the business has been known as L. H. Junold & Co., Importers.

On January 15, 1898, I married Laura Duane, daughter of John B. Ireland, of New York—the great-great-grandson of General William Floyd, one of the signers of the Declaration of Independence; and on her mother’s side a descendant of Judge James Duane, first post Revolution of New York.

We have one son, Henri Pell Junod, born in New York, December 10th, 1900, who served with distinction in the late World War as a member of the Canadian Royal Air Force. He is a graduate of the Massachusetts Institute of Technology (June 1923), at the present time (1926) making a name for himself in the iron and steel industry.

In 1909, as I stated before, I became Vice-Consul, and in 1913 Consul, and so come to the most interesting events of my consular career, the Great War!

At the time when the war broke out, I was in Switzerland, and was permitted to witness the brilliant mobilization of the Swiss army of July 31, 1914. It was at noon that the Cabinet in Berne ordered the mobilization and on the afternoon of the same day that order was known throughout the Alps. On Saturday morning of August 1st, I saw shepherds from the remotest tower at the recruiting station wearing their uniforms and carrying their guns, and on that afternoon all tunnels, railroads, and bridges, were patrolled by soldiers.

I cannot tell you how much this impressed me; what efficiency, what promptness, what eagerness to serve! Whatever is said of...
patriotism, its faults, or its fineness, it is to me unquestionably the most unselfish human emotion.

On August 30th, I arrived at Paris, and on that same day, I beheld the first German aeroplane that flew over the city, scattering the solemnity and peace of a Sabbath afternoon with its infernal bombing.

The second of the three visitations that I beheld occurred on August 31st, at 4:00 p.m., and that directly above me in the busiest quarter. I noticed with surprise that the Parisian population showed far more keen interest and astonishment than of fear. Their pluck was admirable. Although on Tuesday morning, September 1st, with the news that the Germans were rapidly nearing the gates of Paris and with the rumor that the President and Cabinet were leaving for Bordeaux the following day, a wave of anxiety did sweep the populace.

On the evening of that day at 6:15, near the opera house, I saw another German plane and distinctly heard the reports of three bombs as they were flung from the machine.

On September 6th, I sailed from Havre on S.S. France to leave awakening chaos behind, and so swept out into the vastness and aloofness of the sea. Yet the deadening lull of its waves could not silence the echo of those bombs, nor its coolness wash from my memory the vivid pictures of cities, countries, and people, thrown into the wild turmoil of war.

Most of the people on board ship expected daily to receive news of the capture of Paris, and it was not until our arrival at New York that the faint news of that valorous epic of the Marne reached us.

I was happy to return to New York again, for my voyage though particularly interesting and exciting, was over-shadowed by that great oncome of sorrow, a sorrow that would never be effaced and which only time could alleviate of its poignancy.

These ramblings along the paths of my memory have now brought me to a wilderness of events and incidents closely interwoven with the entrance of America into the Great European conflict, and from which I will endeavor to exact the most vital and memorable.
On February 8, 1917, the German Consul General at 11 Broadway, turned over his office and papers to the Swiss Consulate, and that office was then made a branch of my Consulate at 100 Fifth Avenue, as the Swiss Government had been put in charge of the German interests during the war.

Dr. Paul Ritter, then Swiss Minister to the United States, and I attended to the departure of the dismissed German Ambassador Count Bernstorff, who sailed on February 19th, 1917, with his family, his staff, and their families on the Danish liner Frederick VIII. There were 55 persons in the party and, strange to relate, a tremendous quantity of flowers were sent to the dismissed ambassador.

Three months later, on May 4th, after having received safe conduct by me, acting for the Swiss Legation, Admiral von Hintze, who had arrived in New York from China, where he was German Ambassador, sailed on the S.S. Ryndam.

In June of this same year, which stands in my mind as one of the endless departures, the largest reception ever given by the Swiss Club was tendered at the Hotel Astor to the departing Swiss Minister De. Paul Ritter.

The new Swiss Minister Dr. Hans Sulzer arrived on August 15th with the Swiss Mission, consisting of Johan Syz, member of the Swiss Parliament, Colonel Staempfli, and Professor William Rappard.

Minister Sulzer proved to be one of Switzerland’s most popular Ministers, a man particularly capable and tactful to handle a delicate situation as only a born diplomat could have mastered. His successful stay in America terminated in January 1920, for his ponderous business enterprises in Switzerland required his attention and they refused to remain any longer.

Marc Peter, member of the Swiss Parliament from Geneva, succeeded Hans Sulzer, and he is still holding the post of Minister Plenipotentiary of Switzerland to the United States.

Minister Peter has had the distinction of holding the highest political office in the Canton of Geneva.
He has done much to strengthen the friendly relations between the United States and Switzerland, and he is admirably second in his task by his most charming wife. She was formerly Miss Jeanne Lachenal, daughter of Adrien Lachenal, a former President of Switzerland and one of its most eminent and brilliant statesmen and lawyers.

The Swiss in the United States are justly proud of their two representative in Washington.

On December 25th, 1917, I sailed to Bermuda with Dr. Jenney, Secretary of the Swiss Legation at Washington, D.C., in order to inspect the German prison camps. The trip was exceedingly interesting and our return voyage on the steamship Cascapedia most uncomfortably thrilling. The Cascapedia was a 1,800 ton boat built for the St. Lawrence River service, but due to the shortage of boats sent temporarily to Bermuda, it was entirely unfit to cope with the terrific storm that shook the ocean and flung its mighty rage on the ship, for the vessel crawled along, requiring five days to travel 700 miles, and on some days not even exceeding 40 miles.

For 48 hours we expected to be shipwrecked; nor did a cabin half full of water and a pool on my bed alleviate my anxiety, and adding this to the fact that the captain refused to share any information concerning the run of the ship, you will readily understand cause for a little discomfort both mentally and physically.

For four days, sleeping or eating was an impossibility and two days before our arrival at New York only five cups were left, everything else had been broken and we had to wait our turn for breakfast. I think that was perhaps the first time, although I had crossed the ocean 70 times, that I had ever felt any fear of the sea or ever paused to consider the helplessness of man and the utter frailty of a vessel caught in the Titan arms of the waves and hurled about like wisps of spray on the mighty battles of the sea!

So we come to 1918. The fourth of July of that year witnessed a large parade of foreign born American citizens who marched on Fifth Avenue in the costumes of their native country. Among them
Switzerland appeared and made a showing of which I shall always be proud.

On September 15th, Carl Buenz, the former Director of General of the Hamburg American Line, and prior to that German Minister of Mexico, and German Consul General in New York, died in the Atlanta prison. He was cremated in North Bergen, New Jersey, on September 14th, at 11:00 a.m. And on this occasion, I represented the German Government.

Six Swiss journalists, invited by George W. Creel, head of the Committee of Public Information in behalf of President Wilson, arrived on September 15th on the S.S. Espagne, and a few days later were entertained at a luncheon given in their honor at the Waldorf Astoria by the Committee of Public Information, which event was attended by many of the leading Swiss citizens of New York. On October 7th, the day of the presentation of the first German peace note to President Wilson by Mr. Oederlin, Charge d’Affairs of Switzerland, these same journalists were received by President Wilson in the afternoon, when they were accompanied by George Creel, Mr. Norman Whitehouse, Mr. Dossenbach, and myself.

A farewell dinner was given for them at the Hotel Astor on October 16th, by the New York Swiss Club, upon which occasion Mr. Creel was the principal speaker and I made a very brief address, in the course of which I mentioned the regret of the Swiss Chargé De Affairs at being detained in Washington on very urgent official business. This remark of mine brought a wave of laughter from the audience as everyone knew that his absence was due to the exchange of notes regarding preparations for the Armistice of November 11th. Of that great event I need make no mention, for it is something that I feel sure will be unfading in the minds of all beholders, and for those who remember it not, I leave its description to the historians.

On December 13, 1918, I left New York with Frederick Oederlin to inspect the German prison camps at Fort Douglas near Salt Lake City, Utah.
In closing I might add that during my absence in Europe the German Division of the Swiss Consulate was turned over again to the Germans by Vice-Consul Escher on December 31st, 1921.

* * * *

And Vice-Consul Escher is the next gentleman about whom I have the honor to write. He was born in Brooklyn, and is the son of Henry Escher who came to this country in the late 1850s.

Mr. Escher is a graduate of the New York University Law School, holds an Honorary Degree from the St. Lawrence University, and has studied Civil Law also at Neuchatel, Switzerland.

He has practiced law since 1897, particularly international law, and is the New York representative of the Swiss Legation of Washington, D.C., and the New York Consulate.
Escher’s interest in International Law during the Great War led to his representing the Swiss Confederation in some important negotiations and litigations which resulted from the outbreak of hostilities.

In 1912, he married Ella Muried Goepel of Brooklyn and they have two sons.

On January 1st, 1913, Henry Escher became Swiss Vice-Consul at New York, and he has always proven to be a ready cooperator and good adviser in any plan or event for the welfare of his countrymen.

A great interest in their compatriots is a true characteristic of the Escher family, for they have all been very prominent in the history of the Swiss Benevolent Society, and for 15 years different members of the family have served as Presidents of that organization.

John G. Escher was President in 1855; his father, Henry, held the same office for eight years; and Mr. Henry Escher is the President today and has been for the past six years.

Mr. Escher and his family reside in Englewood, New Jersey, and he maintains law offices at 14 Wall Street, New York City.

Vice-Consul Escher has been of valuable service to Switzerland and his countryman. He is esteemed and respected by all who know him for his many sterling qualities.

A century has been travelled through, the end is reached and in conclusion, I only regret my inability in not having procured more personal and intimated data concerning the lives of my predecessors. But in the midst of long ago as those little human incidents that bring us nearer to one another fade into oblivion, the abstract remains. If, however, I have made those who have gone before, live but for a few brief moments with you, my aim has been more than fulfilled.

“Tis all a chequer-board of Nights and Days
Where Destiny with men for pieces play:
Hither and thither moves, and mates and slays,
And one by one back in the closet lays.”
Swiss Heritage Preserved at New Glarus Museum

by Duane H. Freitag

Born of Depression-era nostalgia, the Swiss Historical Village at New Glarus, Wisconsin, continues to be among the state’s most well-known ethnic heritage sites.

Its development over many years was accomplished by a mix of descendants of the colonists from Canton Glarus who founded the community in 1845, later immigrants from Switzerland, and now non-Swiss who have moved to New Glarus and have embraced its history. Today the museum complex consists of 14 buildings focusing on various aspects of the community’s past. Visitors can tour the buildings on their own or with a guide who provides additional interpretation.1

Brad and Gail Beal, who moved to New Glarus in 1968 when Brad took over a local business, are typical of the newcomers. “Are you Swiss?” was an early greeting, Gail recalls with a smile. “How important is that?” she wondered. They both quickly discovered that it did not matter as they continued to devote nearly 50 years

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1 After being closed in 2020 due to the Covid-19 pandemic, the Swiss Historical Village was open in 2021 from 10 a.m. to 4 p.m. daily except Mondays during the summer tourism season. It will likely have similar hours going forward. Attendance peaked many years ago before tourism patterns changed—the number of visitors in a year had reached 40,000 in the 1970s and ‘80s—but the outdoor museum still attracts many people including bus tours. In 2019, visitors came from every state except Rhode Island. Foreign visitors were from Europe, the Mideast, Asia, and Central and South America. In 2021, visitors were from every state except Hawaii. New Glarus is about 120 miles northwest of Chicago and about 25 miles southwest of Madison, Wisconsin. The museum web site is www.swisshistoricalvillage.org.
to make the museum a success. After working as a bank teller and volunteering in school classrooms, Gail took on the task of greeting visitors at the Historical Village, managing its gift shop, and serving on the sponsoring historical society’s board of directors. Brad spent 30 years on the board, many of them as president. He has performed countless maintenance projects and was instrumental in saving a Civil War canon that had once been mounted in front of the New Glarus public school and is now in the museum.\(^2\)

The development of the Swiss Historical Village had its roots in discussions during the late 1930s that led to the organization of a county historical society. Among the wide range of ideas initially discussed was to build separate museums in different communities to honor the county’s various ethnic groups. The Swiss of New Glarus quickly acted on that idea and informally set up their own historical society.

A key player at the beginning was Esther Stauffacher. A descendant of an original colonist and other early immigrants from Canton Glarus, she was widely known for her intense interest in the community’s history and Swiss activities. She would often host visitors in her large farm home at the edge of New Glarus, treating them to a Glarner Swiss meal.\(^3\) During the organization’s formative years, she lamented that “some months, a struggling few turned out to our meetings to keep the spark alive.”\(^4\) But that core group carried

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\(^2\)The Civil War artillery relic is actually a “Parrott Rifle” that was used on a ship during the Union blockade of the lower Mississippi River. It was surplus equipment obtained in 1900 by local veterans. The weapon was eventually plugged and mounted in front of the New Glarus public school. Many residents remember playing on it as children. Before it was put on display at the museum, the weapon was restored and made operational by Battery G of the 2nd Illinois Light Artillery, a Civil War re-enactment group based in northern Illinois. The weapon is occasionally fired at Civil War re-enactments and appeared in Turner Pictures 1993 film *Gettysburg*.

\(^3\)Lois J. Hurley, “‘Zoklas’ and ‘Ziger’ for Lunch!” *Wisconsin Agriculturist and Farmer* (July 13, 1940), 16-19. Zokla is a Glarner version of the Germanic *Spätzle*. Ziger is a colloquialism for *Schabziger*, the hard green cheese manufactured in Canton Glarus and often grated onto or into Zokla. *Schabziger* is the oldest trademarked product in Switzerland.

on. Included were a banker, the weekly newspaper editor, the county board chairman, the lumber yard manager, a farm machinery sales representative, dairy farmers, and recent immigrants from Switzerland. Usually their spouses were working along with them.

As children, many in the group knew the last of the pioneer settlers of New Glarus and heard their stories of the settlement’s early days. Kathryn Theiler, whose family ran the weekly newspaper for many years, recalled listening to her great-uncle Jacob Ott who had immigrated to New Glarus with his father in 1850. Jacob was “never too tired to tell us children stories...,” she wrote in her newspaper column. “He would sit leisurely in his chair and we at his feet for hours. He told us of the small group of log huts and of the small herd of cows some of the families had.” Those memories, along with ones of the once-rousing Chilbi celebrations of their youth, the Schutzenfests, and the occasional Hornussen games, spurred interest in saving and sharing those cherished parts of their Swiss heritage.


6 A delightful account of what Chilbi (or Kilby) had been like in New Glarus appeared in the Century Magazine in 1901. The well-known writer Warden Allan Curtis had been visiting many areas of the Midwest, observing dances. Of New Glarus, he wrote:

“The Swiss have many dances, but that of Kilby Monday is the greatest....The balls are managed for pecuniary profit, and the managers in order to draw a crowd, provide transportation for all the girls within a radius of several miles. The management which secures the most and the prettiest girls also secures the greatest number of paid admissions from the men.

“At a Swiss ball, it is the correct thing for a man to wear his hat. The Norse, French, and Yankees, who together make up perhaps a fourth of the male dancers, do not follow the custom; but the Switzers speed around in tall, funeral felt hats, the crowns truncated cones, the brims wide and flapping.

“The Swiss girls are pretty. They are rustic, but dress with fairly good taste, though the ethnologists say that Alpine people are dowdy. Well, the Swiss girls look well at their parties, anyway. And you may talk to them, though their men do not....

“The ball begins at half-past seven, and they are all there at the last dance, which ends at half-past five in the morning. Ten hours of dancing, and such dancing!... The closing bars of each schottische (they still polka and schottische in the country) are accompanied by a mighty rataplan of the ample feet of the whole multitude, cheerful, hilarious, exultant, deafening.”

Curtis concluded his article by saying “you will see more national traits and more interesting ones at a Swiss dance than at a dance of any other nationality, for the Swiss have preserved both their nationality and their customs better than any other race in the West.”
Many still spoke an older Glarus dialect of Swiss-German.\textsuperscript{7}

As ideas for the Historical Village museum began to firm up, Jacob Rieder, a local architect, drew a landscape concept plan with nine log cabin buildings. Rieder, a native of Chur, Canton Graubunden, had emigrated in 1913. He spent a year in Canada and then some time in Milwaukee before settling in New Glarus. Meanwhile, a suitable site was secured for the project—four open acres near the western edge of the village that had once been one of the woodlots for the Swiss colony. The current owners were heirs of Gabriel Schindler—he a descendant of colonist Abraham Schindler who was among the 22 who died during the settlement’s tragic 1854 cholera epidemic. The heirs, who included the widely known Dr. John Schindler and Rear Admiral Walter Schindler, were eager to have this unique development part of their family heritage.\textsuperscript{8} The village of New Glarus held title to the land through a tax settlement and in turn was willing to grant the history group a 100-year lease.

Although there were donations of logs and native limestone materials for the first cabin’s foundation, progress on an initial building was minimal. Mrs. Stauffacher kept up hope, noting that “the sad part of it all is that our unusual history is fast becoming lost to the younger

\textsuperscript{7} A study made in 1966 and 1967 by Brian A. Lewis, then a graduate student at the University of Wisconsin-Madison, showed that the surviving dialect was mainly that of the Canton Glarus “hinterlands” [the southern Linth River valley and the Sernftal that are now part of the new municipal designation Glarus South] where a majority of the original colonists came from. Lewis wrote that the Swiss-German dialect survived at New Glarus because of the relative remoteness of the community, the attraction for later Swiss immigrants, and an insignificant number of other nationalities in the area. Swiss-German survives today, but in a vastly smaller amount. Lewis concluded: “It can safely be said that this is the last stage of its development in New Glarus.” The results of his study were published in 1970 in the yearbook of the Canton Glarus Historical Society and in \textit{New Glarus 1845-1970} edited by Leo Schelbert and published by Kommissionsverlag Tschudi & Co., AG of Glarus, Switzerland.

\textsuperscript{8} John Schindler was a medical doctor who co-founded the Monroe Clinic at Monroe, Wisconsin, and achieved national best-seller status in 1953 for his positive-thinking health book \textit{How to Live 365 Days a Year}. His brother, Walter Schindler, was a graduate of the U.S. Naval Academy and became a highly decorated career officer during and after World War II. He achieved the rank of vice admiral and ended his career as commandant of the 8th Naval District. John died in 1957 and Walter in 1991.
generation, and unless the community supports our project . . . there is no doubt that, in time, most of our history and traditions will be forgotten.”

Finally, despite World War II being underway, the first log cabin building was completed and dedicated on September 27, 1942. Known originally as the “community building,” some thought it was like the first structure that housed the colonists. That was not true, as the immigrant group lived under a bowery until their first cabins were built in the fall of 1845. Those cabins were much smaller than the new one. Many items from the Swiss colony’s past were quickly donated. Mrs. Stauffacher became curator and primary caretaker of the little one-cabin museum, which was open for visitors on Sunday afternoons from April through September. She continued that role until her death in 1945.

Banker Johann Jakob Figi (known as J.J. Figi) then took over the curator role and spent many Sunday afternoons greeting

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the handful of visitors who stopped at the cabin. His father, Paulus Figi, had immigrated from Canton Glarus in 1868 and like many others was a farmer. The collection soon literally filled the log cabin to the rafters, making it at times difficult to entertain groups of visitors.

A popular item that was eventually on display in the cabin was a large carving of a mountain ibex. It had been part of Switzerland’s exhibit at Chicago’s 1893 Columbian Exhibition and again was displayed in the 1933 Chicago World’s Fair. But many other items, while having their origin in the Swiss colony, were not much different from what one could find in similar museums—spinning and weaving equipment, early quilts, candle molds, pewter, once-precious pieces of china, Civil War memorabilia, intricate needlework, and handmade farm tools.

Figi labored on even though the historical society as a formal organization had lapsed in 1947. He, too, was a character about town, being very active in church activities, the volunteer fire department, and many community projects. His motivation was the adage “life is what you make it.” He served several terms as president of the historical society after it was reorganized in 1956, and died in 1959.

It took until 1952 before a second building was completed. It was another log cabin—this one a replica of the Swiss colony’s first schoolhouse that was also used for town meetings and church purposes before a permanent church was built. The primary donor of funds for the project was the Wilhelm Tell Community Guild, the organization that has been sponsoring the community’s annual outdoor production

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10 The Alpine ibex or steinbock was carved from maple in Switzerland. It weighs about 200 pounds and is now on display in the museum’s entry building. It had been in the possession of Chicago’s long-time Swiss consul Arnold Holinger for many years. His family gave it to Ernest Lohse of Neenah, Wisconsin, who donated it to the Swiss Historical Village. The ibex was hunted to near extinction in much of Switzerland in the nineteenth century. It was successfully reintroduced in the Swiss National Park in Canton Graubünden in the 1920s. In Canton Glarus where hunting has been forbidden in the Freiberg Kärpf game preserve near Schwanden since 1548, the ibex was successfully reintroduced in 1958.
of Schiller’s Wilhelm Tell since 1938. The museum building’s focus has been on its role as a church and prominent display has been given to a communion pitcher and chalice made by a tinsmith who was an original 1845 colonist. Also on display from the original building are two benches. They are still used and holding up well. The building was dedicated September 7, 1952, with the usual community flourish—taking part in the dedication was local pastor Rev. Lynn F.B. Tschudy whose great-grandfather J. Jacob Tschudy was colony manager from 1846 to 1851. The structure was not built with the same attention to construction detail as the first cabin and has provided challenging maintenance issues in recent years. As additional buildings were constructed for the museum, no more would be log structures.

It was during this era that the Gmur family took on some unusual roles. Herbert Gmur, son of an 1893 immigrant from Amden, Canton St. Gallen, Switzerland, used his handyman skills on lots of projects and served on the board of directors. The family lived across the street from the little museum and sons Gary and Steve found themselves sometimes opening up the buildings for visitors when no adults were around. While it was common for tour buses to stop, there were no restrooms at the museum in those days. “It was not unusual for the guide to gently rap on our door and ask if one or more of the guests could use our bathroom,” Gary recalls. “These poor people were thoroughly embarrassed by the situation and one-by-one would slink into and out of our home and bathroom.” At their father’s urging, the museum eventually added restrooms, appropriately labeled Buebe and Meitli. Gary’s career in education saw him move on to another

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11 Although the Labor Day weekend pageant was performed throughout World War II for patriotic reasons, it was cancelled for the past two years due to the Covid-19 pandemic. Prior to that, the German language version of the Tellspiele was discontinued and the lengthy script tightened up for the English presentation. A key source for Friedrich Schiller when he wrote the drama was Canton Glarus’ famed historian Aegidius Tschudi’s Chronicon Helveticum. Woven into his account of the struggle for independence in central Switzerland is the beloved Wilhelm Tell story that, like many parts of Tschudi’s history including that of his own family, has been proven to be a fabrication based on various legends and traditions.
part of Wisconsin while Steve remained in the New Glarus area. A long-time State of Wisconsin employee, Steve has served on the New Glarus Village Board as well as the historical society board and sings with the Männerchor. Back when he was in high school, he saw an opportunity to make some money and installed a 1950’s era soda pop machine behind one of the buildings. Now he continues his decades-long career as a museum docent, using his community memory and gentle voice to tell lots of stories of New Glarus.

When the 1960s arrived, volunteers were eager for the addition of a cheese factory, since a key part of the Swiss colony’s history was the development of the “foreign type” cheese industry in Wisconsin. Items from the area’s first Swiss cheese factory had been donated and a building finally was opened in 1961. It is set up like the old cooperative factories that once dotted the countryside around New Glarus—there is a wooden pulley device for lifting bulky milk cans to a weighing scale, a large copper kettle with necessary paddles and cheese harp for heating and curdling the milk, a system for transferring the curds to the pressing table, and counterbalanced beams to apply pressure for squeezing out the remaining whey. The original plans for the museum village included a cheese hut, but that was never developed. Historically, cheese manufacture in the area had migrated from the farm kitchen to a cheese hut and then to the cooperative factories.

Museum visitors learn that in the early years, the largest cheese production was of limburger cheese and brick cheese (invented in 1875 by Swiss immigrant John Jossi near Watertown, Wisconsin). During the Swiss Historical Village’s annual fall festival, a small wheel of cheese is made in the factory. With the large production of cheese in the area,
the county seat of Monroe became a major storage and shipping point. Today it is the home of the National Historic Cheesemaking Center, a nice complement to the little New Glarus factory.

In succeeding years, more buildings were constructed. One was to house a collection of blacksmith tools, another was for a collection of farm machinery and tools, and then another to house the local volunteer fire department’s old equipment. After Wisconsin ended the use of one-room rural schools in 1962, the New Glarus Historical Society was able to obtain two of those buildings for use at its museum. One was turned into a “general store” enabling a wide variety of collectibles to be on display. The other continued to be a schoolhouse. However, in later years when a new entry building was desired, the schoolhouse had to be moved again to a different location as the south-facing site was needed for the new welcoming center. Brad Beal said that the architectural advisors told him, “You need a southern exposure for your entrance and to create a feeling [with steps] of going up the mountain.” Again Brad met the challenge, getting the old schoolhouse jacked up from its foundation and finding a house mover to finish the job.13

A highlight of the operation of the museum came in 1969 when a modern “Hall of History” building was opened in the center of the museum complex. It was essentially donated by the people of Canton Glarus and designed by three Swiss architects working in tandem with local architect R. Wayne Duerst. The building became the starting point for tours and continues to be an introduction to what is housed in the other buildings. The original exhibit was on the textile industry of Canton Glarus. It was the great downturn in that industry in eastern Switzerland in the 1840s that prompted the organized emigration to a “new” Glarus in Wisconsin in 1845. The

13 The Swiss-style entrance building, constructed in 1979, was designed by Design Shelters, an architectural and general contracting firm based in Madison, Wisconsin. The building includes space for a gift shop, archival storage, and board meetings. Previously the historical society board met in homes.
Hall of History was dedicated in August 1970 when the community was celebrating the 125th anniversary of its founding. Among the celebrants were about 250 residents of Switzerland, including Dr. Fritz Stucki, Landammann of Canton Glarus. He was joined on the speaker’s platform by Wisconsin Governor Warren P. Knowles and immigrant Paul Grossenbacher.

Fluent in his native Swiss-German, Grossenbacher was playing an increasingly important role at the Swiss Historical Village. He was often the person turned to when translating needed to be done, or special bilingual tours needed to be given, or an emcee was sought for a festival event. His deep base voice was already well known from his roles in the local Männerchor and Yodlerklub, and his portrayal of Gessler in the community’s Wilhelm Tell drama. Born in Burgdorf, Canton Bern, Grossenbacher had immigrated in 1929. While working at a nearby farm he met Verena, a neighbor girl from Canton Glarus.
who started to teach him some English. They eventually married and both helped out as the museum developed.

In a most appropriate comment at the Hall of History dedication, Grossenbacher noted that New Glarus Swiss were often visiting the motherland, but few from there visited New Glarus. “Es ist glich wyt vo New Glarus uf Glarus, vi vo Glarus uf New Glarus,” he reminded the gathering [it’s the same distance from New Glarus to Glarus as it is from Glarus to New Glarus]. Since then, visitors from Canton Glarus have been common.

After Grossenbacher died in 1990, some of the translation duties were continued by Doris Arn, who served as historical society treasurer for nearly 30 years. The former Doris Gruetter had emigrated to the U.S. from Gretzenbach, Canton Solothurn, Switzerland, in 1961 and married local farm implement dealer Richard Arn in 1967—a descendant of an original colonist and other early Swiss immigrants. Doris, who died in 2019, kept an even keel on the history group’s finances, which often were stretched due to the ongoing maintenance costs of an outdoor museum. She had replaced Henry M. Schmid, an irascible character, who nevertheless had contributed much to the community’s Swiss-related tourism. A charter member of the New Glarus Historical Society, he later became co-curator of the Chalet of the Golden Fleece, a former private home designed by architect Jacob Reider that remains a tourist attraction with its expansive collection of international curiosities.

14 “A Leader from New Glarus,” an interesting account of Grossenbacher’s life by his daughter Elmira Root-Grossenbacher, was included in the book Amerikas Little Switzerland erinnert sich. The book was published in Switzerland in 1995 for New Glarus’ 150th anniversary celebration by the Schweizerischer Verein der Freunde von New Glarus. The article can also be found on the website of the nearby Monticello Area Historical Society. An interview portrait of Grossenbacher was included in the 2013 Swiss American Historical Society publication Emigrant Paths. It recounts his immigration and ends with his role helping the Swiss Historical Village.

15 The Bernese Oberland-style chalet was built in 1937 for world traveler, collector, and thespian Edwin P. Barlow. Prior to his death in 1957, he donated his home to the community as a museum. The chalet houses Barlow’s eclectic collection of items from all over the world, especially Switzerland. It is open for visitors on a limited basis during the summer tourism season. The chalet is on the National Register of Historic Places.
Many older museum volunteers remember Schmid’s confrontation with the Wisconsin Department of Revenue that resulted in representatives of the non-profit historical society appearing in county court for a settlement.

For several years supporters in Switzerland provided new displays for the Hall of History—one on Swiss who played prominent roles in American enterprises and another on the story of Wilhelm Tell. Since then the content has focused on the story of the Glarus emigration and early years of the Swiss colony. During 2020, while the museum was closed due to the Covid-19 pandemic, the presentation was reorganized by member Mary Dibble, providing more data for those who are touring the museum on their own. Mary’s Swiss ancestry goes back to Oswald and Barbara Kubly, who were among the many immigrants from Canton Glarus who joined the colony in 1853. A large panorama of the Linth River Valley of Glarus again dominates...
the front exterior of the building and flags there represent the new three regions of municipal government in the canton. The international support continues, with the people of Canton Glarus giving a 20,000 Swiss franc gift (about $21,500) to the museum in the fall of 2021 for upgrading informational displays about the canton. The gift was in recognition of the Swiss settlement’s 175th anniversary.

During the busiest years at the Historical Village, two former farm wives with their own distinctive careers played prominent roles. Margaret Duerst, who for many years was an employee of the Wisconsin Department of Transportation, served thirty years on the board of directors, ten years as president. Her careful attention to details in managing the museum sometimes found her peacefully settling disputes among the volunteers. Elda Schiesser contributed her talents for 21 years, particularly in developing the society’s archives. She was already well known for her leadership work in 4-H and the University of Wisconsin Extension homemakers program. In 1995, she and her daughter Linda published *The Swiss Endure*, a chronological listing of a wide range of community events. In later years, Elda was best known for her *Scherenschnitte*, self-taught from a book purchased during a 1985 trip to Switzerland. Both women kept up their interest in the museum into their 90s—Margaret died in 2011 at age 92 and Elda in 2017 at age 99.

There also have been volunteers who have a Swiss ancestry and an interest in history, but no particular tie to New Glarus. Prominent among them include Edward R. Hauser, a professor of beef science at the nearby University of Wisconsin in Madison. He was a Wisconsin farm boy, the son of immigrants from Weidlisbach, Canton Bern. After he retired, he joined as a docent at the museum, especially providing his expertise to those interested in the dairy farming aspects on display. He died in 2014.

While the various buildings at the Historical Village house a wide variety of items rooted in the Swiss settlement, five displays rank as unique:
**Embroideries and laces**—For many years, New Glarus was the home of an embroidery factory and outlet store that drew tourists and seamstresses alike. It began in 1924 when New Glarus succeeded in getting Chicago’s Embroidery Products Corporation to have its factory in the village. The corporation was a consolidation of five Swiss-style embroidery companies. The new factory operated with imported Swiss Schiffli looms, manufacturing many items such as aprons, curtains, handkerchiefs, and religious altar cloths from patterns that were often of Swiss or German design. While not initially successful, Swiss immigrant Arnold Weiser revived the operation in 1935 as the Upright Swiss Embroidery Company and built it into a successful firm, even producing military insignia and chevrons during World War II. Weiser arrived in New Glarus in 1935, having immigrated from Wolfhalden, Canton Appenzell Ausserrhoden.
Weiser was aptly described by native historian Robert A. Elmer, now of Florida, in his quarterly newsletter as a “cigar-smoking and sometimes gruff character, [who] became renowned as one of the most unlikely bridal consultants in the Midwest.”

Changing times forced the Weiser family to eventually close the company and their popular outlet store and sell the looms. The factory building, which had been expanded, was demolished in 2019. The pleasant clickety-clack sound of the looms is only a memory now. However, its fascination lives on at the Swiss Historical Village where there is a recently enhanced display about the factory and its products. Typical embroidered fabrics and laces are on display, along with a sample of the large paper spools (like the old player piano rolls) that were programmed with designs for the looms.

**Pioneer gravestones** – Many museum visitors are intrigued by the 41 old gravestones that are displayed in front of the log church. They are real and are from the Alten Friedhof [old cemetery] that now comprises the front lawn of Swiss United Church of Christ in the center of New Glarus. The stones began to be removed in 1915 when the cemetery became the site of an imposing monument to the Swiss colonists. That was before the time when removal of the markers would not have been easily allowed. Four of the stones are of original 1845 colonists, with the oldest from 1853. Most of the family names are typical of Canton Glarus. If the stones could talk, they could tell stories of deaths by drowning, lightning strike, diphtheria and cholera, of Civil War illnesses, and of course the struggles of pioneer life.

**Print shop** – While it is not unusual to find a newspaper print shop in similar museums, this one is special in that it is the whole shop that was once used to produce the weekly newspaper.

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Swiss Heritage Preserved at New Glarus Museum

in New Glarus. After the paper modernized its production methods in 1967, Dr. Fred G. Blum Jr. recognized the historical value of the old equipment and purchased it for eventual donation to the Swiss Historical Village, which constructed a building to house it in 1971.\textsuperscript{17} Many older visitors recall how they learned old-fashioned hand typesetting in high school. The New Glarus newspaper was started in 1897 by immigrant John Theiler as a German-language paper. Theiler had immigrated ten years earlier after a brief apprenticeship with a newspaper in Thun, Canton Bern. In America, he first worked in the cheese industry. Then he started the \textit{Neu Glarus Bote} [Messenger], soon changing its name to the \textit{Deutsch-Schweizerischer Courier} [German-Swiss Courier] and printing news of Switzerland as well as of the community. In 1910, he began an English language sister paper—the \textit{New Glarus Post}—as an active advocate for the Democratic Party. After his son Arthur took over the operation, the emerging change in language use prompted him to combine the papers under the name \textit{New Glarus Post}. The new paper was almost entirely in English, with occasional items and a popular small-town humor column by his father continuing in German. Among items on display are original type cases, a Linotype, stereotyping equipment, and a Civil War era flat-bed press.

\textbf{Settler’s Log cabin} – Serendipity had a lot to do with this charming little cabin arriving at the museum in 1976. It was a fitting contribution for America’s bicentennial year. The 14x16 foot cabin had been constructed on Swiss colony land in 1850-51. In succeeding years, additions were made and eventually the cabin was hidden within a frame home. The cabin was re-discovered in 1975 when the house was torn down. Jacob Tschudy, a volunteer at the museum, recognized

\textsuperscript{17} Fred G. Blum, Jr., an ophthalmologist, wrote an extensive account of his life adventures and other family stories in 2017 before his death, “The People and Places I have known,” can be found on the website of the Monticello Area Historical Society. He and his wife moved to the family homestead farm southwest of New Glarus in 1965 and they became noted for their conservation efforts and heritage preservation.
the structure’s importance as a rare example of a home from the early
years of the Swiss colony. He supervised its careful dismantling and
reconstruction at the Historical Village. Jacob and his wife, Irene,
had been long-time curators of the Wisconsin Historical Society’s
Historymobile—a large mobile home that was outfitted as a traveling
museum to take items from the state collection to communities
around Wisconsin in the 1950s and ’60s. Jacob’s grandparents had
come to New Glarus in the 1850s. The cabin was donated by Harold
Hoesly, on whose farm it was found. It is now outfitted with typical
furnishings of the infant Swiss colony, including an Alpine-style
butter churn. Research in recent years has uncovered details about
the building of the cabin that were mentioned in early letters by the
colony managers.

**Bee House** – One would have to travel far and wide to see
another example of a Swiss style *Bienenhaus*. This little structure
was built in 1994 after the family of Gottfried Barth donated his
Swiss-style beekeeping equipment to the Historical Village. Barth,
an area farmer and cheesemaker, had immigrated from Canton Bern.
He had ordered the *Bienenkasten* [bee boxes or hives] from a Swiss
beekeeping catalog and built a structure to house them in 1924. The
museum’s bee house, which contains Barth’s hives, was constructed
by Brad Beal and Chuck Phillipson following design photostats.
Visitors are attracted by the colorful exterior landing boards that serve
as entrances to the various hives. The interior of the building provides
views of the hive boxes and assorted old beekeeping equipment. One
of the advantages of the bee house is that it provides better winter
protection for the bees. While often seen around Switzerland and in
some other European countries, the *Bienenhaus* is apparently declining
in popularity.

The volunteers who help out at the museum all have special
memories of the time spent there. For many years, the state’s
Wisconsin highway map had a label next to New Glarus that said
“Swiss Village.” Occasionally, people would arrive at the museum
expecting to find a cute Alpine village of many chalets—and maybe even the Alps. In 2009, there was a surprise visit from Choong-Hyon Lim, a yodeler from South Korea, where there are a number of yodeling clubs.18

Occasionally the historical society has had college-level interns assisting with museum and archive programs.

New Glarus is often the subject of travel articles and the Swiss Historical Village usually gets part of the attention. The community’s unique history and the growing success of the dairy industry were first noted in the 1870s by James D. Butler, a former University of Wisconsin professor and widely known lecturer. Various newspapers then began paying attention to celebrations in the village that included one in 1891 marking the 600th anniversary of the founding of Switzerland. In 1907, noted author Charles Burr Todd, writing for the *New York Evening Post*, tracked down Marcus Hoesly, who was an infant when the colony was founded. Marcus told of the early days and the rise of cheesemaking. Todd found the village largely Americanized by that time. Perhaps the most complete capturing of a way of life that has largely faded away came at the end of World War II when the *National Geographic* magazine featured New Glarus.19

While the Historical Village documents the true Swiss connections of New Glarus, at times the Swiss of New Glarus have had to add some elements that are connected in the public mind with Swissness—chalets, Wilhelm Tell, Heidi, alphorns, cheese fondue. That was noted some years ago by journalist Calvin Trillin in the *The New Yorker* magazine. He quoted Richard Arn, who was then Village of New

18 While it is impossible to mention all of the other people who have dedicated many hours to keeping the Swiss Historical Village viable over many decades, some of those from recent years not mentioned in this article include: Larry Klassy, Marie Pagel, Louann Bodenmann, Peter Etter, John and Sandra Colstad, Ann Marie Ott, David and Carol Hustad, Robert Elmer, John Marty, Judy Reuter, Dennis and Marion Streiff, David and Ruth Wild, Eva Zweifel, Millard Tschudy, and Virgil Boll.

Glarus president, as saying, “We are trying to keep our heritage, but we are trying to make it a salable commodity, too.”

While the Swiss Historical Village focuses on the history of New Glarus, the nearby Swiss Center of North America has become a collection point of artifacts and records of Swiss groups throughout the United States. It has an extensive library on many aspects of Switzerland. Visitors are welcome there also, but an appointment is recommended.

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Glarus and Scranton: Benefits and Costs of Industrialization

by Jürg K. Siegenthaler

This article is based on my book, Konflikte der Industrialisierung: Industrie, Raum und Gesellschaft in Glarus und Scranton 1840-1914, a study which examines and compares the industrialization process in its path of success as well as the social costs it entails. The two cases of comparison concern different industries, but resemble each other regarding region (a valley), the time period, and the massive environmental transformations during their histories of industrialization.

This research was inspired by the concept of social costs of economic enterprise: each production process creates not only profit and wealth, but also burdens society in the form of specific social costs. In this perspective, the dramatic industrialization processes of the Swiss region of Glarus and the Scranton, Pennsylvania, region represent exemplary cases, especially concerning the considerable social costs of environmental change.

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2 This book is available from: http://www.amazon.com/dp/3261040122
In the following, we present the two industrialization experiences by major themes, not by the chapters of the book. These themes represent the dramatically new realities that industrialization implied for traditional populations within only 75 years.

**Water, Factories, Coal Mines**

The canton of Glarus created its industrial power only slightly later than the earliest regions of Zurich, and distinguished itself by the restructuring of its main production sector from agriculture to textile industry by means of abundantly available water power and wood.

The city of Scranton in the Lackawanna Valley of northeastern Pennsylvania was situated directly above a basin of anthracite coal which, mined underground, served a strong demand for the fuel on the part of railroads and the close-by city of New York.
Whereas most industrialization processes show similar traits with regard to entrepreneurship, labor forces, and essential production sites, Glarus and Scranton stand out by massive environmental impacts. More than elsewhere, in Glarus the use of the Linth River’s water and the harvesting of the forests for the construction of dams and canals, factory buildings, and workers’ housing were concentrated in a narrow, pre-alpine valley. In Scranton, the city grew directly above the mine shafts, which over a short period of time led to an accumulation of mine waste, air pollution, and subsidence of streets and houses.

**Who Pays?**

Viewed socio-economically, the changes in production and living spaces imply the accumulation of additional costs (after the expenses for raw materials, production sites and workers’ wages). The economic concepts related to these costs were pointedly analyzed.
in the book *The Social Costs of Private Enterprise*\(^3\) which inspired my research. These “social costs” were borne in large part by society, not the entrepreneurs, namely by the state and by local residents directly. This means that, for a full account, the wealth created by industrialization must be reduced by the amount of social costs. The interesting question then becomes: by how much? Of course, we did not assume that the social costs of the Glarus and Scranton industrialization were so massive that the whole process was “not actually worth it;” obviously both regions gained a significant wealth increase compared with the previous growth of the agrarian economy. But would not a reduction of social costs or a more optimal distribution of them have been possible? It will be shown that the comparison of our two cases will provide us with some answers.

Before we progress toward a socio-economic valuation as just outlined, it is necessary to briefly sketch the social and political differences between Glarus and Scranton. This comparison is critical for our final calculations.

**Population and Responsibilities of the State**

Industrialization massively changes societal structures, from the family to the class system.

Farmers become factory workers, and merchants turn into industrial entrepreneurs. Without describing these transformations in detail here, we limit ourselves to the contrasts: the Glarus population, despite restructuring, remained essentially native-born; whereas Scranton, situated in a sparsely populated valley, because of coal mining, inevitably had to welcome waves of immigrants. Also hardly surprising, its entrepreneurs were originally not local and the ownership of the mines ended up increasingly in the hands of large external corporations in the course of our study period.

Whereas certain social costs had to be absorbed by the population directly, others fell into the realm of the public, i.e., the state. At the time of our study, one could scarcely talk about a comprehensive “industrial policy” in which a government’s promotion and guidance of industrialization and the coping with its consequences could have played a coordinating role. This was, in both regions, the age of economic laissez-faire. However, we encounter substantial differences in the prevalence of this economic doctrine. In Scranton, there were barely any limits to the decision powers of entrepreneurs. For example, under their concessions, mining companies were fully entitled to extract underground coal, in disregard of private and public installations on the surface. In Glarus, the control of the riverbanks of the Linth, thus part of the use of water power, always remained in the hands of the state.

Whereas in Scranton the authority of the state stayed limited to rudimentary safety regulations for the mines, Glarus distinguished itself by progressive social legislation (see below). In Scranton, any state interventions were dependent on the dynamic of the United States and State of Pennsylvania two-party system. In Glarus, there existed the singular political institution of the Landsgemeinde (a public, open-air, non-secret ballot voting system operating by majority rule, which constitutes one of the oldest forms of direct democracy), through which the workers could exert a countervailing influence directly.

In such basic realms as the school systems, a considerable difference prevailed. Scranton received its first school in 1856, whereas Glarus’ original design for popular education dated back to the 1820s and 1830, and was established in all of its towns by the middle of the century.

Thus, in an abbreviated manner, we can state that in Scranton the public institutions of industrial capitalism—or their gaps—were steered almost completely by the entrepreneurs, whereas Glarus’ industrial capitalism was shot through with several strains of paternalism.
Evaluation: Attempt of a Calculation of Social Benefits and Social Costs of Industrialization

After sketching the main characteristics of our two cases of comparison, we are now ready to determine the order of magnitude of the respective social costs. A complete presentation of the process of calculation we used in our full study is not possible here. In the following, we cast light above all on:

(1) economic and social trends between about 1850 and 1910, our research period;
(2) the direct social costs such as deficits of education, industrial accidents, and the subsidizing of emigration;
(3) the indirect social costs caused by industry via environmental transformations (land subsidence, forest and water damages, impairment of living space, etc.).

We did not conduct calculation and estimation for the latter two factors for the whole period, but for only one select year, 1891. This point in time is pertinent because certain consequences of the early phases of industrialization were strongly felt only after several decades, and because after 1891, production started to flatten.

Trend Analysis

As background for our select-year calculation, it is necessary to gain an overview of the trends of change between about 1870 and 1891. In our study, we attempted this through a compilation of various statistical indicators in the realms of economy and society and the impacts on the environment. During these two decades, the Glarus region experienced the strongest spatial crowding by industrial establishments and buildings in general; living space became more and more scarce. After the earlier calmer decades, the 1880s began with more and heavier incidents of heavy flood-water damages. Workers’ real wages rose until 1880, but employment declined, which increased the pressure for out-mobility and emigration abroad. Schools experienced an improvement.
Much more massive social costs had accrued before 1880, but in reaction to abuses in the course of the early years of the factory system, the state of Glarus endowed itself with social legislation that stood out in the industrial world as a pioneering effort: poor laws in 1840, 1864, and 1878; laws on child labor in 1848, 1856, and 1858; as well as the comprehensive factory law of 1864 (in total, nine measures between 1837 and 1865).

In Scranton, coal output and population growth rapidly increased, and for long periods in parallel, until the flattening of coal production around 1890. Inevitably, settlement space became increasingly filled with mines, factories, coal waste deposits, residential and commercial buildings and street networks; practically all previous public land was absorbed privately. Air pollution and surface subsidences increased; the latter grew into a real disaster only in the twentieth century. Whereas coal output rose by 61% between 1870 and 1890, income of mine workers increased by only 35%. However, their cost of living increases, considering price developments between 1870 and 1890, were relatively lower than before and after these dates. Accident and death figures in mining increased approximately parallel to coal production. In the 1880s, we finally encounter long overdue urban ordinances pertaining to drinking water and construction, as well as four state laws regulating mining (mostly related to technical security). But regrettably, the number of children in schooling increased less than the population at large between 1880 and 1910.

**Calculation for 1891**

This quantitative step of our study is followed most easily by inspecting two tables which we reproduce here in full detail, as in the book. They convey the categories and orders of magnitude, but we cannot describe here the detailed calculations of individual posts. The calculations render the most significant components of the benefits and
costs in our two cases of comparison. In the end, the figures will allow some general conclusions.

### Table 1—Calculation of Social Benefits and Costs of the Textile Industry, Glarus, 1891

<table>
<thead>
<tr>
<th>Social Benefits (Swiss Francs)</th>
<th>Social Costs (Swiss Francs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.0 “Via Environment”</td>
<td>C.0 “Via Environment”</td>
</tr>
<tr>
<td>B.1 Living Quarters/</td>
<td>C.1 Forests and Water</td>
</tr>
<tr>
<td>Settlements</td>
<td>117,000.-</td>
</tr>
<tr>
<td>B.2 Water and Gas Supply</td>
<td>C.2 Legal Disputes</td>
</tr>
<tr>
<td></td>
<td>3,000.-</td>
</tr>
<tr>
<td>B.3 Varia</td>
<td>C.3 Road Subsidy Linthal</td>
</tr>
<tr>
<td></td>
<td>4,560.-</td>
</tr>
<tr>
<td>B.10 Direct</td>
<td>C.4 Various Environmental Impairments</td>
</tr>
<tr>
<td>B.11 Private Charity</td>
<td>4,560.-</td>
</tr>
<tr>
<td></td>
<td>10,000.-</td>
</tr>
<tr>
<td>Total Social Benefits</td>
<td>C.10 Direct</td>
</tr>
<tr>
<td>50,738.-</td>
<td></td>
</tr>
<tr>
<td>Minus Total Social Benefits</td>
<td></td>
</tr>
<tr>
<td>50,738.-</td>
<td></td>
</tr>
<tr>
<td>Total Social Costs</td>
<td>C.11 Poor Relief</td>
</tr>
<tr>
<td>457,685.-</td>
<td>62,333.-</td>
</tr>
<tr>
<td>Minus Total Social Benefits</td>
<td>C.12 Emigration Promotion</td>
</tr>
<tr>
<td>406,947.-</td>
<td>158,645.-</td>
</tr>
<tr>
<td>Total Social Costs</td>
<td>C.13 Unemployment Benefits</td>
</tr>
<tr>
<td>406,947.-</td>
<td>51,950.-</td>
</tr>
<tr>
<td>Share of Net Social Costs</td>
<td>C.14 Continuing Education Support</td>
</tr>
<tr>
<td>of Value Added</td>
<td>3,847.-</td>
</tr>
<tr>
<td>Of the total social benefits</td>
<td>C.15 Public Charity</td>
</tr>
<tr>
<td>63.5% were environmentally conditioned</td>
<td>10,000.-</td>
</tr>
<tr>
<td>36.5% were directly conditioned</td>
<td></td>
</tr>
<tr>
<td>Of the total social costs</td>
<td></td>
</tr>
<tr>
<td>33.2% were environmentally conditioned</td>
<td></td>
</tr>
<tr>
<td>66.8% were directly conditioned</td>
<td></td>
</tr>
</tbody>
</table>
## Table 2—Calculation of Social Benefits and Costs of Coal Mining, Scranton, 1891

<table>
<thead>
<tr>
<th>Social Benefits (U.S. $)</th>
<th>Social Costs (U.S. $)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B.0 “Via Environment”</strong></td>
<td>**C.0 “Via Environment”</td>
</tr>
<tr>
<td>**B.1 Living Quarters/</td>
<td><strong>C.1 Subsidences</strong></td>
</tr>
<tr>
<td>Settlements**</td>
<td>20,900</td>
</tr>
<tr>
<td><strong>B.2 Water Supply</strong></td>
<td><strong>C.2 Crowding</strong></td>
</tr>
<tr>
<td>18,000</td>
<td>16,920</td>
</tr>
<tr>
<td><strong>B.3 Recreational Opportunities</strong></td>
<td><strong>C.3 Displacement</strong></td>
</tr>
<tr>
<td>500</td>
<td>22,500</td>
</tr>
<tr>
<td><strong>B.10 Direct</strong></td>
<td><strong>C.10 Direct</strong></td>
</tr>
<tr>
<td><strong>B.11 Employment (excluding benefits inherent in value added)</strong></td>
<td><strong>C.11 Layoffs</strong> 32,000</td>
</tr>
<tr>
<td>7,182</td>
<td></td>
</tr>
<tr>
<td><strong>B.12 Urban Amenities</strong></td>
<td><strong>C.12 Absence of Alternative Employment Opportunities</strong> 144,590</td>
</tr>
<tr>
<td>32,000</td>
<td></td>
</tr>
<tr>
<td><strong>B.13 Communication and</strong></td>
<td><strong>C.13 Missed Schooling</strong></td>
</tr>
<tr>
<td>Transportation Opportunities**</td>
<td>707,813</td>
</tr>
<tr>
<td>32,000</td>
<td></td>
</tr>
<tr>
<td><strong>B.14 Political Influence</strong></td>
<td><strong>C.14 Work Accidents</strong></td>
</tr>
<tr>
<td>in Wider Context**</td>
<td>253,270</td>
</tr>
<tr>
<td>32,000</td>
<td></td>
</tr>
<tr>
<td><strong>Total Social Benefits</strong></td>
<td><strong>Total Social Costs</strong></td>
</tr>
<tr>
<td>151,282</td>
<td>1,322,173</td>
</tr>
<tr>
<td></td>
<td><strong>Minus Total Social Benefits</strong></td>
</tr>
<tr>
<td></td>
<td>151,282</td>
</tr>
<tr>
<td></td>
<td><strong>Net Social Costs</strong></td>
</tr>
<tr>
<td></td>
<td>1,170,891</td>
</tr>
<tr>
<td></td>
<td><strong>Value Added of Coal Production</strong></td>
</tr>
<tr>
<td></td>
<td>6,900,000</td>
</tr>
<tr>
<td></td>
<td><strong>Share of Net Social Costs in Value Added</strong></td>
</tr>
<tr>
<td></td>
<td>17%</td>
</tr>
<tr>
<td><strong>Of total social benefits</strong></td>
<td><strong>Of total social costs</strong></td>
</tr>
<tr>
<td>31.8% were environmentally conditioned</td>
<td>11.2% were environmentally conditioned</td>
</tr>
<tr>
<td>68.2% were directly conditioned</td>
<td>88.8% were directly conditioned</td>
</tr>
</tbody>
</table>
On the side of social benefits in the Glarus case stand environmentally relevant improvements in the year 1891 at the rate of nearly one-third: settlement and living improvements as well as upgrading of water and gas supplies. We also take into account that entrepreneurs voluntarily contributed certain charitable expenses. On the side of social costs, we register mainly the damages to forests and waters and—as direct costs—the state expenses on emigration support (in addition to poor relief). As evident, two-thirds of social costs accrued directly and only one-third via environmental impairments.

In Scranton, the results looked quite different. Here, too, certain improvements concerning settlement space could be registered in 1891. But the largest social benefit increase was felt directly, at that point in time above all regarding urban and transportation-related amenities as well the increased political weight of the industrial city exerted within the state of Pennsylvania. The ratio of environmentally conditioned to direct social benefits amounted to one to two, in contrast to Glarus. On Scranton’s social cost side, the environmentally conditioned changes manifested themselves mainly in the form of air and water impairments. The surface subsidences, as mentioned earlier, cost a lot of money in the twentieth century. But it was the direct costs that comprised, with almost 90%, the main part and heaviest weight on Scranton’s industrialization: virtually no alternative employment opportunities (especially for women), uncovered costs of accidents and deaths in the mines, and finally the deprivation of public schooling of the population because of child labor.

The summary result of our calculations is expressed in percentage rates of social costs. For Glarus, they amounted to 4.1% of the produced value added of its industry, for Scranton, 17%. Of course, one would need further macroeconomic discussions and comparisons within the countries to assess these weights definitively. But we can state, comparatively, that the Glarus experience was “bearable,” whereas Scranton suffered from social costs that were too high, costs that accrued above all directly, and that could have been absorbed
by the public authorities directly as well. Also, Glarus flourished economically in the long run, whereas the Scranton Valley was pulled into the deindustrialization process of the northeastern United States in the twentieth century.
ANNUAL REPORTS of the
SWISS AMERICAN HISTORICAL SOCIETY

President’s Report for 2021
By Albert Winkler

Greeting
It is a pleasure to greet everyone and to wish you good fortune in all that you do. I deeply appreciate your interest in and continued support for the Swiss American Historical Society.

Challenging times but great success
The continued problems with COVID-19 virus has forced changes in how the Swiss American Historical Society (SAHS) operates. Even though many attempts have been made to return to normal operations in 2021, there remain challenges; but I am very pleased to report that many functions of the SAHS have been stellar in 2021. Please note the following.

Cancellation of the annual meeting for October 2021
The annual meeting of the Society was scheduled to be held in New York City in October of 2021. Even though New York was trying to get back to normal, there were still problems because of the virus. Many hotels remained closed, and Broadway was just starting to reopen. I also feared that some of our members had not received their shots for the virus, which would have left them in a vulnerable situation. Also after repeated attempts, I was unable to secure a meeting place for the Society. Since other restrictions in the city were still in place, I decided that we could not hold the annual meeting as planned. Therefore with great reluctance, I cancelled the annual meeting, and I informed the membership of this decision by the use of a mailed newsletter. Very unfortunately, this cancellation meant that few of us could meet in person to discuss relevant issues to the Society and to
renew old friendships. I hope that many of us were able to keep in touch anyway over the phone, on emails, or by the use of social media.

**Zoom Meeting for SAHS Members**

Since we could not hold the annual meeting this year, Prof. Robert Sherwood volunteered to arrange for us to meet through Zoom on October 23, 2021. I invited everyone to the meeting for whom I had email addresses. Sadly, I only had the email addresses of a few members of the Society, so I could not invite everyone. As president, I presided. The meeting included Prof. Robert Sherwood, Dr. Richard Hacken, Ernie Thurston, Frederic Behrens, Barbara Müller and me. We met face-to-face over the Internet and had meaningful discussions for almost two hours on various issues of the Society. This included outreach, finances, books, publications, meetings, policies, the bylaws, and many other topics as well.

**Prof. Sherwood’s outreach.** Outreach is always a big concern for the Society. Even though membership is still significant, it usually declines by several members each year. In an effort to enlist more interest in the Society, Prof. Robert Sherwood volunteered to travel to various historical sites, societies, and meetings with ties to Switzerland to promote the Society. His proposal was enthusiastically approved at the meeting. It was agreed to reimburse Prof. Sherwood for travel and lodgings up to $1,000 for 2022 when he reports on his activities and submits his receipts to the financial secretary. His efforts will be designed to increase the visibility of the SAHS with those organizations and discuss possible ways to work together beyond the upcoming articles they are writing to be published in the *SAHS Review*. Prof. Sherwood already expects articles from the Swiss Historical Society of Bluffton and Pandora the Santa Clara Historical Society of Utah, the Swiss Historical Village, and Switzerland County Historical Museum.

**Next Annual Meeting.** The next annual meeting of the Society will be held October 9, 2022, in Washington D.C. Hopefully, the Swiss Embassy will sponsor the meeting as it has in the past. I will send out a newsletter in the summer of 2022 with further information.

**Meeting of the former Swiss Embassy Officials.** Barbara Müller will try to arrange a meeting with former Swiss Embassy officials.

**Request from the Swiss Consulate in New York.** The Swiss Consulate of New York has requested that a history of the consulate
be written. There was a discussion on who could write it, including possible monetary assistance by the Consulate for the author. Barbara Müller had valuable information on the issue. Please see below for further information on this topic.

Further Zoom Meetings. It was decided that another Zoom meeting should be held in either March or April of 2022 to discuss any other relevant issues to the Society.

Warning Against Fraud

Scammers have contacted members of the Society in my name asking that money be sent to them. They likely received the information from our website. Please note, I will never ever under any circumstances whatsoever ask you or any other member of the Society for money. The only time I will ever request funds will be from the treasurer of the Society to cover activities related directly to the Society including annual meetings and the publication of the SAHS Review. I will also never ask any personal favors from members of the Society.

New Editor-in-Chief of the SAHS Review

Dr. Dwight Page has been the chief editor of the SAHS Review for many years, but he has asked me, Albert Winkler, to take over that responsibility. I was a logical person for him to ask because Dr. Page and I had been alternately working on issues of the Review for many years. I’m sure we all want to thank him for his good work in the past, but starting immediately I will be the Editor-in-Chief the SAHS Review and the book editor for the Society as well. In keeping with the academic standards of the Society, all correspondence and manuscripts should be sent to this university address. Dr. Hacken will then refer these materials to me.

Dr. Richard Hacken
5523 Harold B. Lee Library
Brigham Young University
Provo, UT 84602

Skype Meeting with the Swiss Consulate of New York

The Swiss Consulate of New York wanted to talk with me, as president of the SAHS, and Barbara Müller, as vice president of the Swiss Chapter of the SAHS, relating to a project for the two hundred
anniversary of the Swiss Consulate in 2022. The Consulate wanted to meet with us over Skype, and they wanted to find someone to write a history of the Consulate. Barbara Müller wisely suggested that Luca Criscione be considered for the position. Mr. Criscione is an educator in Basel, Switzerland, and is also working on his Ph.D. in history. I had met Mr. Criscione in person earlier, and he is an excellent scholar. I invited him to attend the meeting, and he graciously joined us.

The meeting over Skype took place on November 30, 2021, with me, Barbara, and Luca in attendance. We met with three people from the Consulate. Luca agreed to write a history for the Consulate, and I tried to make sure that he would be given proper financial support for the project. The members of the Consulate asked us for suggestions on how to proceed, and Barbara Müller gave them very valuable information. They said they would get back to us after they had consulted with the Consul himself. I haven’t heard anything from them since. The meeting lasted an hour, and it was enjoyable.

Newsletters

I have sent out a few newsletters over the years, and they have met with great success. This included the timely newsletter I sent out in the summer of 2021. Many members have responded with great approval. These newsletters are clearly an important key to the continuing success of the Society.

Swiss American Historical Society Review available online

I have long feared that much of the excellent scholarship in the *SAHS Review* going back decades might be lost because of the publication’s small circulation and the fact few libraries keep copies. One of the most exciting advances for the Society in 2021 has been the continuing effort to place past issues of the *SAHS Review* online, so they may be easily accessed by any interested parties and made available for many years to come. Brigham Young University has generously donated its time and resources to the effort through its Scholars Archive, and I want to give that institution our special thanks.

Success of Materials Online. I may use myself as an example of materials being available online. I have published many articles on obscure topics, such as the Middle Ages and Indian Wars, and I feared that they would be lost and soon forgotten. However, the BYU Scholars
Archive started placing them online in 2017, and those items have been viewed many times. As of November 2021, my articles have been downloaded 33,000 times. One of them has been downloaded 9,000 times. Some of my articles published in the *SAHS Review* include “The Battle of Murten,” downloaded 1,300 times; “Persecution of Jews in Switzerland,” 2,600 times; “Panic and Erratic Behavior at the Little Bighorn,” 915 times; and the “Federal Charter founding the Swiss state in 1291,” downloaded 930 times. I am sure many other articles in the *SAHS Review* could show similar numbers.

**Getting Access to the Review online**

These materials from the *SAHS Review* may be easily accessed by going to Google, then to BYU Scholars Archive, and then doing a search under *Swiss American Historical Society Review*. You may also go to Google and search under title or author for any article of interest. Another way of accessing the materials is to go to the Swiss American Historical Society website and then to publications. These items are linked to the BYU Scholars Archive, and you may go to the article by clicking on the link. I would like to thank Dr. Richard Hacken for his invaluable work in getting these materials available online. I’m sure we all greatly appreciate all he does for the Society.

**Treasurer**

Frederic Behrens graciously accepted the assignment of becoming the new treasurer of the SAHS in 2020 after Heinz Bachmann was no longer able to perform that duty. Mr. Behrens entered into a challenging situation to assure that all the finances of the Society were handled properly. His competency, his strong financial background, and his experience has served him well, and I’m sure we would all like to thank him for all his good work.

**Membership Secretary**

Ernie Thurston continues to make essential contributions to the Society. Not only does he keep track of the membership, he also accepts dues and donations to the SAHS and forwards these funds to the appropriate bank in a timely manner. In addition, he mails out member renewal forms and prints off mailing addresses that are used to mail newsletters and announcements of the Society.
Vice President Swiss Chapter

For many years, Barbara Müller has done stellar work as the Vice President of the Swiss Chapter of the SAHS. She has been involved heavily in outreach and has done much to promote the Society in Switzerland, including holding annual meetings. Her work is so essential to the success of the Swiss Chapter that it would likely collapse without her great contributions. She has also contributed in many ways to the Society including her valuable opinions on numerous matters.

Swiss American Historical Society Website

One of the most important aspects of the Society’s outreach program is its website. It started rather humbly, but it has been recently upgraded considerably. Dr. Richard Hacken has taken over the website in the last few years, and he has done excellent work with it. The website is very attractive, very informative, and easy to navigate. The membership of the Society had been in serious decline for many years in the past, but the number has been declining much more slowly in recent years. Much of the credit for this improved circumstance must go to Dr. Hacken.

Swiss American Historical Society Review for 2021: A very good year

This year is easily among the very best for the SAHS Review ever in view of the number and quality of the articles published.

February 2021 SAHS Review

The SAHS Review continues to be the stellar aspect of the Society and to promote its goals of documenting the Swiss experience in Switzerland and also in other countries. In the February 2021 issue of the Review, four impressive articles were published, this included Donald Tritt’s fine article on the “Helvetia Beneficial Society.” Unfortunately, the SAHS has not published much on the Swiss Reformation which took place about five hundred years ago. An important step in correcting this oversight came from Thomas Quinn Marabello in his very good article “The 500th Anniversary of the Swiss Reformation.” C. Naseer Ahmad has been a frequent contributor to the SAHS Review, and he kept up his excellent work by publishing, “Black History Month at the Swiss Embassy February 2020.” Additionally, the Swiss Center of North America contributed “Meet the Mayad Dolls.”
June 2021 SAHS Review

The June 2021 issue of the Review included many important articles. This included “Switzerland in the Life and Works John le Carré (1931-2020)” by Matthias Lerf. Dr. Richard Hacken generously translated the article into English. Also included were “To Touch the Heavens: A Short Story” by Sarah Hedrick; “Beyond Muesli and Fondue—The Swiss Contribution to Culinary History” by Naseer Ahmad; and “From Redemptive Suffering to Redemptive Reconciliation in the authorship of Johanna Spyri” by Frederick Hale.

November 2021 SAHS Review

The November 2021 issue of the SAHS Review was entirely filled with my modest contribution entitled, “The Battle of the Rosebud and the Contribution of the Swiss Captain Alexander Johann Sutorius.” This was an attempt to show how Sutorius contributed to one of the most pivotal Indian battles in the history of the American West.

Future Book Projects

The SAHS is currently consulting with Col. Heinrich Wirz to get his excellent biography of Henry Wirz, the famous commandant of Andersonville Prison during the Civil War, translated from German into English, so it may be published in the United States. The entire project will be presented at the annual meeting of the SAHS in Washington, D.C., in October 2022 for approval.
Report of the Editor-in-Chief of the *SAHS Review*

*By Albert Winkler*

**New Editor-in-chief**

For many years, the former chief editor of the *SAHS Review*, Dwight Page, has told me that I must become the new Editor-in-chief and take over full responsibilities for the *SAHS Review*. He said there was no one else. For years, Dwight Page and I had been taking responsibility of the *Review* on alternate issues, and I was one of the editors already, so I was the logical person to ask. I reluctantly accepted the position in the summer of 2021, so I became the chief editor of the *Review*. Dwight Page said he was very pleased to hand over the responsibility to me. As the new Editor-in-chief, I have sought to improve the *SAHS Review*.

**Future issues of the Review.** As of this writing, I have received no submissions for the June 2022 issue of the *Review*. I have plans to contact scholars and other potentially interested persons who might want to write an article for us, and I look forward to hearing from others.

**ISBN Numbers.** I have decided that the inclusion of ISBN numbers in each issue of the *Review* would be a good idea. In the past, I had attempted to sell extra copies of the *Review* on Amazon at a modest cost to reach more interested people to promote interest in the Society, but Amazon requires an ISBN, so I was unable to do so. I tried to sell extra copies of the *Review* on Ebay with little success, so I think that Amazon is the best option. The November 2021 issue of the *Review* was the first issue to be assigned an ISBN number, so it may be sold on Amazon.

**Cover Illustration.** To attract more interest in the *SAHS Review*, I have decided to include some cover art on the cover of the *Review*. The November 2021 issue of the *Review* was the first issue to receive cover art. I also want to include such statements on the cover including “In this issue,” and then present the titles of articles in the *Review*, once again to make it more attractive and interesting.
Information for authors. To head off potential misunderstandings, I have written guidelines to help the potential authors in submitting their publications for the Society. A copy of this document will be sent to each author planning to publish with the Society. Please see below.

INFORMATION FOR AUTHORS

Preference for publications: Members of the Society will be given preference in all publications. If an author is not a member of the Society, that person will be invited to join.

Copyright: SAHS will publish articles or books on a one-time basis, but the copyright is retained by the author to use as he or she wishes.

Author’s responsibility: Authors are responsible for the content of the article including word choice, grammar, and punctuation.

Personal articles: Personal articles, including reports, meetings, family histories, need to be well written, accurate, and well researched academic articles.

Standards: All publications must meet the high and strict standards of any professional historical organization. All work must be original, and all sources must be properly cited.

Style guide: Style guide of the article or book is the Chicago Manual of Style, 17th Edition. The Manual of Style by Kate Turabian, 9th Edition, is a shortened version of Chicago

Illustrations: A few illustrations with each publication are encouraged, but it is up to the author to obtain permission to publish all illustrations for the article or book. Wikimedia commons is a good place to look because all illustrations are in the public domain.

No Remuneration: The SAHS does not pay authors for the use of their publications, and the authors will not receive any remuneration.

English-speaking audience: The readership for the SAHS Review and book publications are intended for an English-speaking audience, so all materials including quotes should be translated into English.
Membership Report  
By Ernie Thurston, Membership Secretary

To: Members of the Swiss American Historical Society  
From: Ernie Thurston, Membership Secretary  
Subject: Annual Membership Report

IN BRIEF: We have 202 current members, a 3% decrease from the 209 reported last year at this time. We wish to thank certain members for extra contributions, which totalled $860.00, including one from Edward Manley for $200. And we have three members who this year paid the $500.00 to become Life members: Lois Ann Mast, Dr. Frances Montgomery, and Patti Harrill-Sloan.

CURRENT MEMBERS BY TYPE AND COUNTRY:

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>US/Canada</th>
<th>Switzerland/Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular ($50/yr.)</td>
<td>76</td>
<td>25</td>
<td>101</td>
</tr>
<tr>
<td>Student ($25/yr.)</td>
<td>0</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Institution ($75/ yr.)</td>
<td>11</td>
<td>7</td>
<td>18</td>
</tr>
<tr>
<td>Life Members</td>
<td>46</td>
<td>7</td>
<td>53</td>
</tr>
<tr>
<td>Complimentary</td>
<td>23</td>
<td>5</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>156</td>
<td>46</td>
<td>202</td>
</tr>
</tbody>
</table>

MEMBERSHIP CHANGES, 10/01/2020 to 9/30/2021

Members as of 10/01/2020  
Plus: New Members Enrolled  
Plus: Former Members (not “Current” last year who have Rejoined  
Less: Dropped by Request or Decease  
Less: Dropped for Non-Payment of Dues  
Current Members, 09/30/2021

(continued on the next page)
# BREAKDOWN OF CURRENT MEMBERSHIP BY COUNTRY AND STATE

<table>
<thead>
<tr>
<th>Country</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>10</td>
</tr>
<tr>
<td>CO</td>
<td>1</td>
</tr>
<tr>
<td>CT</td>
<td>3</td>
</tr>
<tr>
<td>DC</td>
<td>4</td>
</tr>
<tr>
<td>DE</td>
<td>2</td>
</tr>
<tr>
<td>FL</td>
<td>4</td>
</tr>
<tr>
<td>GA</td>
<td>2</td>
</tr>
<tr>
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* * * *
Treasurer’s Report
By Frederic Behrens, Treasurer

As my second year of treasurer, I am pleased to report that the financial condition of the Society in 2021 is very strong. Payments to our publisher Masthof Press continue to be made on a timely basis. The Vanguard STAR fund returned strongly boosting the overall balance sheet of the Society. Going forward, a portion of this fund will be liquidated in 2022 and moved to the checking account to support ongoing operations.

During 2022, my goal is to streamline the bank account and investment account for easier use. This may include moving the funds to another financial custodian in the name of the Society. I look forward to assisting other board members with the society’s finances going forward and strengthening overall board governance matters.

1. Consolidated Accounts, 2020-2021

Income
Annual Dues (includes life memberships) $6,280.00
Transfer from Swiss Association Friends of SAHS* 2,000.00
Capital Appreciation +16,364.01
Total Income $24,644.01

*2021 transfer expected to occur in early 2022

Expenses
Meetings/Events $0.00
Administration/Postage Fees 393.46
SAHS Review (Masthof Press) +16,020.00
Total Expenditures $16,413.46

Net Budget Outcome $8,230.55

2. Balance Sheet

Opening Balance, October 1, 2020
Checking (Byline Bank, Chicago) $13,557.10
Leo Schelbert Publication Award Fund 10,000.00
(Byline Bank, Chicago)
Savings (Vanguard STAR Fund)** +67,276.99
Total Assets $90,834.09

Closing Balance, September 30, 2021
Checking (Byline Bank, Chicago) $1,398.05
Leo Schelbert Publication Award Fund 10,000.00
(Byline Bank, Chicago)
Savings (Vanguard STAR Fund)** +83,641.00
Total Assets $95,039.05

** Note: estimates used when current statements not available.
Dear Members of the Swiss American Historical Society,

I must unfortunately report the death of our past Vice President, former Consul Fred Jenny, who passed away in September of this year. Fred was Vice President here in Switzerland until 2015 at which time I took over from him. We have sent his wife Susanna our deepest condolences. We appreciate all the hard work he did for the Society.

In Switzerland, as I assume in the states, things seem to be sluggish as members have stayed home a large part of the time from 2019 to now. Due to this, several have cancelled their membership and new members are hard to find. We had to cancel our planned event to generate PR in 2020 but luckily enough held our Annual Outing in September. Once again in 2021 we could not sponsor an event open to the public to attract new members, but we were able to hold our Annual Event at the Central Library in Zürich. Ms. Seidler-Hux gave us a presentation on her new book which was reviewed in the June 2021 SAHS Review, “Gottfried Keller’s feuriger Freund.” She prepared a very interesting exhibition of correspondence and drawings from Johann Muller as a student to Gottfried Keller. She also displayed many of Müller’s works as a U.S. Cartographer once he had moved to the United States. She gave us an enthusiastic and interesting talk on how she went about her research in writing the book and put a large effort into her preparation. Of the 35 individual members, we had 16 members plus one guest sign in. Unfortunately due to health or other issues, only 13 attended. We were pleased to greet past SAHS president Fred Gillespie at the meeting. Currently we are trying our best to connect with the Universities here to attract more members and also in the hopes of finding articles to be published for the SAHS.

I am pleased to say that next year’s annual outing will be held in Basel on September 7, 2022, with René Roca giving a talk on the Sister Republics. I am also pleased to announce that the honorable Mr. Martin Dahinden, past Swiss Ambassador to the United States, will be our invited guest to the event. We hope that we can attract some University students from Basel, getting the invitation out soon enough and hoping...
that things will have returned to normal. Once again all members from the U.S. and Switzerland are welcome to attend this event which will cost SFR 120.00.

We are grateful that Kurt Morf could take over as treasurer after Dr. Bill Gasser resigned due to health concerns. Financially, we are sound and expect to send $2,000.00 to the U.S. before the end of the year as our pledge to the U.S. for support.

My thanks go to the board here in Switzerland for their support in the organization here and naturally the work of the board in the U.S.

~ Barbara Müller
Vice President of the Swiss Chapter

Friends of the Swiss American Historical Society
Summary of Financial Accounts
August 31, 2020-August 31, 2021
(in Swiss Francs)

Income

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<th>Description</th>
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<tr>
<td>Member Dues 2020/21</td>
<td>$ 2,225.00</td>
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<tr>
<td>Member Dues other years**</td>
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<td>Donations</td>
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<tr>
<td>Annual Meeting Fees</td>
<td>+ 2,040.00</td>
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<td><strong>Total Income</strong></td>
<td>$ 4,300.00</td>
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Expenses

<table>
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<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Annual Meeting Expenses</td>
<td>$ 1,845.50</td>
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<tr>
<td>Banking Fees</td>
<td>52.70</td>
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<td>Grants</td>
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<tr>
<td>Office Expenses</td>
<td>202.10</td>
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<tr>
<td>Misc. Expenses</td>
<td>+ 42.90</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$ 3,143.20</td>
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</table>

Fiscal Year Operating Surplus $ 1,156.80

Account Balance, September 1, 2020 $ 14,011.03
Account Balance, August 31, 2021 $ 15,167.83
Difference in Account Balance $ 1,156.80

~ Kurt Morf, Treasurer
September 5, 2021
User statistics increased in the year 2021 for every webpage on the Swiss American Historical Society’s website (https://swiss-american-historical-society.org) when compared to usage numbers for the previous year. A total of 881 visitors participated in 1,279 sessions (1.45 sessions per user) and 4,246 page views (3.32 pages per session). A vast percentage of the users (874 of 881) were new or “unique” users who had never used the site before. The average session lasted only a little less than three minutes, and nearly half of the users left the website without clicking into another page (48% “bounce rate”). Our challenge is to keep the interest of the 52% of users who do explore the website. Nearly twenty percent of the users came from browsers set to languages other than English: the top three languages were German (8.84%), French (1.70%) and Chinese (1.59%).

It is an encouraging sign for the Society’s journal that the publications page (linking to both books and journals) and the SAHS Review page have been the two most visited pages—except for the homepage. Also, the most reading time spent by web viewers has been on various issues of the Swiss American Historical Society Review.

Statistics for digital readership of the SAHS Review online have been recorded since October of 2019 and extend to 140 countries. The five countries providing the most users since the beginning of record-keeping have been, in order, the United States, China, Switzerland, the United Kingdom and Canada. For the year 2021, however, China and the UK switched places while Switzerland remained in third position. The number of downloads of journal articles and reviews for 2021 increased to 15,800 as opposed to only 5,396 downloads in 2020. This near tripling of downloads from one year to the next can be explained at least partially by a concerted and successful effort to greatly increase the number of SAHS Review volumes and issues that were digitized and made newly available during the year. In addition, we have recently begun adding citations of, and links to, selected SAHS Review issues to the appropriate Wikipedia pages with the idea of encouraging discovery and thus readership. With some luck and promotion, the usage numbers of 2022 will match or exceed those of 2021.
As of December 2021, the top ten most popular articles have been the following:

1. “The Psychological Odyssey of 1909: Carl Gustav Jung’s Pivotal Encounter with Sigmund Freud during their Journey to America” (1911 downloads)

2. “The Swiss in the American Civil War 1861-1865” (944 downloads)

3. “Panic, Erratic Behavior, and the Psychological Impact of the Battle of the Little Bighorn on the Soldiers, Including the Swiss Troopers” (909 downloads)


5. “Carl Jung’s Historic Place in Psychology and Continuing Influence in Narrative Studies and American Popular Culture” (853 Downloads)

6. “’Why Does it Always Have to Be Switzerland?’ Daniel Silva’s Treatment of Swiss Society and Culture in Selected Mossad Spy Novels” (672 downloads)

7. “Canton Ticino and the Italian Swiss Immigration to California” (638 downloads)

8. “A History of the Swiss in California” (623 downloads)

9. “The Italian Swiss DNA” (410 downloads)

10. “Ernest Brog: Bringing Swiss Cheese to Star Valley, Wyoming” (360 downloads)

Widening the focus to the top 30 articles and reviews in the journal, further topics include the Black Death in Switzerland; Jungian psychology; Swiss intelligence in World War Two; the Swiss in the Swabian War; Gottfried Keller’s fictionalization of Switzerland; immigration of the Pfister/Feaster family to America; Niklaus Leuenberger; Louisa May Alcott in Switzerland; relations between the House of Habsburg and the Swiss Confederation; the Swiss Colony
in Santa Clara, West Virginia; Lenin in Zurich; the Swiss Confederation in the eyes of America’s founders; Einsiedeln on the Ohio; the Tercentenary of New Bern; an Obituary for Lewis Rohrbach; the Swiss and the Nazis; and the Von Graffenried settlement in New Bern.  

The top performers in social media—Facebook and Twitter—were seven mentions for an article on Canton Ticino; four mentions for a recent book review on *Gottfried Keller’s feuriger Freund* by Monica Seidler-Hux; two mentions for the article on the Swiss in the American Civil War; and one mention each for articles, reviews or reports on Jean Piaget; Russian Marxists and Dada; the Tercentenary of New Bern and an 1899 meeting of Civil War Veterans in Lucerne.

There are two access platforms online for the *Review*, within the Society website itself (https://www.swiss-american-historical-society.org/sahs-review) and Brigham Young University’s digital repository of the journal (https://scholarsarchive.byu.edu/sahs_review/). The latter is the journal’s digital home, to which the SAHS website refers and links its issues and volumes.

After an increased push this year to digitize and post the *Review* issues online, the entire run from 1990 to 2021 now only lacks the following issues: issue 1 of 2005; issue 3 of 1997, which is an index to the *Review* up to that point; issue 4 of 1993, which has annual reports in it; issues 1-3 of 1991; and all issues of 1990. If any of you can provide some of the missing issues, it would be a great help. At some point we could also start talking about digitizing the *SAHS Newsletter*, which was published from 1965-1989, a quarter-century journal run that the *Review* will not match for another three years or so.

*     *     *     *

https://scholarsarchive.byu.edu/sahs_review/vol58/iss1/8
SAHS MEMBERSHIP APPLICATION FORM

Check out our website at:
www.swiss-american-historical-society.org

Name: ________________________________________________________
Address: _____________________________________________________
City: _______________________________________________________
Phone: _______________________________________________________
Email: _______________________________________________________

Dues for U.S. members:                          Dues for Overseas members:
  __ Individual $50.00 per year                           __ Individual SFR 65.00
  __ Institution $75.00 per year                      __ Institutions SFR 100.00
  __ Student $25.00 per year                           __ Life Member SFR 650.00
  __ Life Membership $500.00                         

For U.S. members, make check payable to SAHS and mail check and form to:
  Ernest Thurston Membership Secretary
  65 Town Mountain Road
  Asheville, NC 28804
  Email: Eswisst@gmail.com (mail to: EswissT@gmail.com)

For Overseas members, please contact:
  Kurt Morf, Treasurer, Swiss Chapter, at: kurtmorf@aol.com

Membership in the Swiss American Historical Society is open to all. Each year, members receive three copies of the Swiss American Historical Society Review, a personal copy of each book newly published by the Society, and an invitation to attend the Society’s national meeting held consecutively in New York City, Washington, D.C., and Philadelphia.