Swenson Center News, 1998
Swenson Swedish Immigration Research Center, Augustana College

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A Note from the Director

The past year has been a productive one at the Swenson Center. The number of visitors continues to rise, and an increasing number of people are finding us via our Internet web page. Cataloging and inventory work also continues, and as more and more of our resources become available on-line, an increasing number of people are finding out about them. The first Dagmar and Nils William Olsson Research Fellowships were awarded in 1997, making it possible for two scholars to spend time at the Center doing research.

During 1997, two good friends of the Swenson Center, Dr. Conrad Bergendoff of Rock Island, Illinois and Dr. Milford Nelson of Moline, Illinois passed away. We mourn them, while at the same time we are grateful for their contributions to the Swenson Center.

As we look ahead to 1998, the Center is planning another conference. Called "The Migration of Ideas," the conference will focus on the relationship between Sweden and the United States during the 20th century. During this century, Sweden and the United States have experienced a close relationship. There has been a lively exchange of persons, ideas, and goods between the two countries, exchanges which have influenced both Sweden and the U.S. in varying ways. This conference will explore one important dimension of the relationship between the two countries: the exchange of ideas. It will examine how American ideas have reached and influenced Sweden, and the role Swedish ideas and concepts have played in the United States.

One source for the close relationship between the two countries has been the mass emigration of Swedes to the United States in the 19th and early 20th centuries. One of the fundamental lessons of the study of human migrations is that any migratory movement also creates a reverse movement of people and ideas. Approximately 20 percent of the immigrants eventually returned to Sweden. In addition, intricate networks of contacts were established between the Swedes in America and their compatriots back home. In this way, information about America, American goods and products, American ideas, and American dollars reached Sweden through returnees, letters, newspapers, and personal visits. In the 1930s, one of the early students of Swedish migration to the U.S., E.H. Thörnberg, coined the phrase “Ida for ut, idé kom hem” (Ida left Sweden, ideas came back) to illustrate this point.

It is also likely that the mass migration of Swedes to America and the ensuing thousands of contacts across the Atlantic made Sweden particularly receptive to American ideas. Sweden was one of the European countries that experienced a very high rate of emigration in terms of its total population. Only Ireland and Norway sent more sons and daughters to America per capita, and it is interesting to note that the American presence in and contacts with the U.S. in these two countries are very strong.

continued, next page
James Erickson Assumes SAG Editorship

Dr. James Erickson of Edina, Minnesota has been named the new editor of Swedish American Genealogist (SAG). SAG was founded in 1981 by Dr. Nils William Olsson, a prominent authority on Swedish-American biography, genealogy, and personal history. Dr. Olsson served as editor of SAG since its inception. Under Dr. Olsson’s stewardship, SAG has developed into a highly respected journal, one that is required reading for anyone interested in Swedish-American studies. The Swenson Center and Swedish-American genealogists everywhere are fortunate that Nils William Olsson will remain involved with the journal as Editor Emeritus.

Dr. Erickson has served as the Associate Editor of SAG for several years. The Swenson Center congratulates him on the appointment as the editor of SAG. We encourage everyone to become a subscriber to SAG by filling out the subscription form in this issue of Swenson Center News.

From the Director ... (continued from previous page)

Another explanation for the close ties between Sweden and the U.S. is the general fascination in Europe with America from 1776 onward. Swedes and other Europeans have a long tradition of following developments in the U.S. and of forming opinions about America and American phenomena. The European view of America has varied greatly, from strong negative feelings, at times couched in specific anti-American terms, to very positive estimations of the U.S. and strong sentiments of appreciation. The appropriateness of the influence of American popular culture or politics on European countries has resulted in sometimes-heated debates.

The U.S. is thus a country about which Swedes and other Europeans always have had an opinion, be it positive or negative, and the emergence of the U.S. as a superpower during the post-World-War-II years further strengthened its prominence on the Swedish and European mental maps.

Contacts between Sweden and the U.S. have also gone in the reverse direction, from Sweden to the United States. Sweden’s transformation into a modern society with extensive programs of social legislation attracted great attention both in the U.S. and elsewhere. In his influential 1936 book about contemporary Sweden, American journalist Marquis Childs described the country as “the middle way,” a term that became widely used as a characterization of what also became known as “the Swedish model.” In addition to ideas from the political arena, another dimension of modern Sweden that has made an impact in the U.S. includes the arts. Swedish cinema in the twentieth century, for example, has left several imprints in the U.S., ranging from actresses such as Greta Garbo and Ingrid Bergman to the leading director of modern Swedish cinema, Ingmar Bergman.

Scheduled to take place the second weekend of October 1998, the conference will begin with a keynote address on Friday evening, and continue with paper presentations all day Saturday. More specific information about the program will be available later in the spring. If you would like to receive this information, please let us know, and we will add you to our conference mailing list.

—DAG BLANCK
A Frequent Visitor to the Swenson Center

BY DR. TOM BENGTSON

For the last few years I have dropped in at the Swenson Center on a regular basis. Some weeks I make it in four or five times. It is easy for me to get there—I just walk down the block and there I am. That is because I teach mathematics at Augustana College, the same college that houses the Swenson Center, and my office is not even two minutes away.

Once I was discussing my good fortune in this regard with another genealogist. She commented: “You don’t know how lucky you are!” I thought to myself, oh, but I do.

Many years ago, back when I was a graduate student in San Diego, I bought a membership in the San Diego Zoo. As you already know, this is one of the world's great zoos. On many a Sunday afternoon I would venture down and decide perhaps to visit the penguins, or on another day perhaps the monkeys. I could see all the tourists busily trying to see the whole zoo in one visit. I appreciated the luxury of having the time and opportunity to look up close and ponder one particular area:

I am certainly aware of the same feelings when I visit the Swenson Center. I never feel that I have to finish scanning a particular roll of microfilm in one day. When my eyes start to glaze over, I put it down, knowing that I can come back to it soon.

Another great advantage of being at the Swenson Center is all the wonderful help I get from the staff. Is there a phrase in Swedish I don’t quite understand? Someone there certainly knows how to write it in English. Is the writing hard to read? Many times another experienced eye or two are all that is needed to figure it out.

Of course, the wealth of materials is also a tremendous asset. The Swenson Center has topographic maps of Sweden, Swedish-language American newspapers, microfilms of Swedish-American church records, journals dedicated to general and Swedish genealogy, books and journals about Swedish immigration, many books representing family histories that have been donated by genealogists, as well as every book in Swedish published in America that the Center can get its hands on.

Another big advantage is the ability to reflect that comes from examining some evidence, thinking about it overnight, and then coming back to it again the next day. You have all probably had the experience of looking over and over at the same name in a church record, one listed near your ancestors’. Later, you discover that person was actually a relative of some sort, and when you return to that church record you find a clue that opens up a whole new (to you!) branch of the family. It’s fun!

By visiting the Swenson Center regularly I have had the chance to meet many working genealogists. It is great to be able to hear first-hand about their problems and successes. If you ever drop by the Center, please try to look me up. I would love to talk with you. Just ask for the nerdy math professor with gray hair who likes to pretend that he can speak Swedish.

A frequent visitor to the Swenson Center, Dr. Tom Bengtson is an associate professor of mathematics at Augustana College in Rock Island, Illinois.
The Swedish-American Press in the 1950s and '60s

Since the mid-1800s, the Swedish-American press has been of central importance in the Swedish-American community. Edward Burton of Göteborg University, a recipient of the Dagmar and Nils William Olsson Research Fellowship, did in-depth research at the Swenson Center on the Swedish-American press in the 1950s and 1960s. In this article he looks both at how official Sweden has viewed the Swedish-American press and how the sometimes-strained relationship between Sweden and the U.S. in the 1960s was dealt with in Swedish-American newspapers.

Among the Swenson Center's extensive collections are some lesser known assets, such as the ASNE (American-Swedish News Exchange) files. ASNE was for half a century the major source of news to the Swedish-American press.

ASNE was the only American wire service for the Swedish-American press that was free from Swedish government influence. Sweden helped set up this news office in 1921, and although ASNE had a semi-official beginning and a subsidy from the Swedish government, it was a private foundation.

ASNE's distance from Sweden's government was intentional, to give it journalistic independence and credibility. The Swedish government helped found ASNE in the wake of World War I, which had damaged Sweden's image in America. Native-born Americans often treated immigrants, Germans, and Swedes alike, as potential spies. Sweden believed that an unbiased source of news and information would help counter this misconception.

Over time, the Foreign Ministry slowly changed its mind, coming to favor more direct control over the news in the Swedish-American press. Sweden received bad publicity in the 1940s because of its neutrality during the war. The prospect of still more bad press due to Sweden's decision to remain outside NATO worried the Foreign Ministry. The response was to set up the newspaper and wire service Sverige-Nytt. Although privately owned, Sverige-Nytt had an unofficial relationship with the Swedish government. Sverige-Nytt's articles came directly from the major Swedish newspapers, and the Foreign Ministry paid for the Swedish-American press's subscriptions to this news source. Sverige-Nytt quickly became ASNE's competitor in supplying material to the Swedish-American press.

Another spate of bad press about Sweden arose in the early 1960s. In 1960, President Eisenhower described Sweden as a land of suicide, socialism, sex, and sin. In 1963, there was a smallpox outbreak in Sweden. Two weeks later, the police arrested Colonel Stig Wennerström for espionage. The Foreign Ministry worried that Sweden's image around the world had become one of spies and smallpox.

ASNE believed this assessment was a "mass psychosis." In reality, its director stated, "In the beginning of the 1960s, Sweden enjoyed perhaps the most substantive and objectively seen, positive publicity that our land has ever had in America. Yet nobody wanted to hear about that. It was a paradoxical situation." The Foreign Ministry held ASNE responsible for not spreading enough positive news about Sweden.

A Change in Approach

Dissatisfied with ASNE as a promotional tool, the Foreign Ministry effectively took over ASNE in July 1966, renaming it the Swedish Information Service (SIS). Its new mission was to spread publicity and information about Sweden. ASNE moved from Rockefeller Center, where it had worked alongside AP and UPI, to the Swedish Consulate in New York. Its soul made the same journey. The news that SIS distributed came mostly from the Foreign Ministry's Press Bureau. Some articles came from the Swedish International Press Bureau, which was also part of the Foreign Ministry.

The Foreign Ministry also had influence over Förenade Landsorts­tidningar (FLT), a wire service that distributes news from rural Swedish newspapers. During the 1960s, the Swedish-American press used FLT as a regular, if secondary, source of news. The Foreign Ministry also paid for the Swedish-American press's subscriptions to this service. The FLT reports first went through the Foreign Ministry, which thus could filter out stories that did not meet with the Ministry's approval before they reached the Swedish-American press.

Except what the Swedish-American papers wrote themselves, the Foreign Ministry thus controlled what news was fit to print.

The Press and Vietnam

There was much newsworthy activity going on in Sweden in the 1960s. The Swedish government spoke out against the Vietnam War, and Sweden accepted deserters from the U.S. military and supported the North Vietnamese cause. Swedish public opinion became radicalized. Student protests and even outright anti-American expressions were not unusual. The Swedish Foreign Ministry, concerned about spin control, distributed more and more of its version of events, and news from the Foreign Ministry increasingly flooded the Swedish-American press.

The Swedish news media had its biases in regard to the Vietnam War. In 1968, Swedish Radio commissioned a study of the media's reporting on the war. It found that most Swedish papers printed significantly more news unfavorable to the American and Saigon forces. Negative news, such as desertion or poor morale, outweighed positive news.

However, the Swedish-American press rarely printed news about Vietnam. Swedish-Americans got their news of current events from the mainstream American press. But because the mainstream press rarely covered Swedish current events, Swedish-Americans learned about Sweden's Vietnam policy via the Swedish-language press controlled by the Foreign Office. The papers using Swedish sources portrayed Swedish policy not as anti-American but as courageous, generous, or humanitarian, focusing on Sweden's
peace mediations and its aid to refugees. From 1967 to 1969, Seattle’s Svenska Posten’s coverage of Sweden’s Vietnam policy was 72% positive. Vestkusten, a San Francisco paper which also used Swedish sources, had 67% positive coverage. New York’s Nordstjernan coverage of Sweden’s Vietnam policy was 61% positive. These figures remained consistently high into the early 1970s.

Some Independent Responses

The newspapers writing their own material presented Sweden’s position in a more negative light. Two such papers were California Veckoblad and Chicago’s Svenska Amerikanaren Tribunen. These papers reported more frequently on violent demonstrations and anti-American sentiment. In the late 1960s, Svenska Amerikanaren printed 58% negative accounts of Swedish policy, which increased to 69% by the early 1970s. A steady stream of unflattering articles about American deserters accounts for the increase. These papers reported almost every case of deserters using drugs or being involved in crime. In the late 1960s, 64% of California Veckoblad’s coverage of Swedish Vietnam policy was negative, and by the 1970s, the paper refused to cover the subject.

This pattern of coverage continued when a crisis in diplomatic relations between Stockholm and Washington occurred. Sweden’s diplomatic recognition of Hanoi in 1969 and Prime Minister Olaf Palme’s 1972 comparison of U.S. bombing to Nazi atrocities prompted the U.S. to withdraw its ambassador to Stockholm. Alarmed by possible unpleasant repercussions, the Foreign Ministry worked to get a new envoy appointed. These efforts included distributing news portraying Sweden as the aggrieved party. The Foreign Ministry distributed articles such as “We Want Intimate Contact With USA” and “Freeze Not Sweden’s Wish,” which appeared in Nordstjernan and “Fascist Greek Junta Gets Blessing, Democratic Sweden Gets Punished,” which appeared in Svenska Posten. The Foreign Office also distributed statements by U.S. politicians demanding a new ambassador immediately. These articles implied that Congress wanted the President to fill the diplomatic post quickly. This was, however, not the case. Congress discussed Swedish-American relations seven times during 1969, and only one senator ever asked Nixon to fill the position.

For a paper like Svenska Amerikanaren, which rarely if ever, used Swedish wire services, the coverage was different from papers relying on material distributed by the Foreign Office. Svenska Amerikanaren printed only the comments of hard-line congressmen. A June 13, 1973 news story, for example, read like an editorial: “It does not help when many American politicians stand up in Sweden’s defense and say that the time is right for friendlier relations. It does not help either that the President himself is subjected to pressure in Congress to reinstate normal relations with Sweden.”

This was precisely the sort of news that the Foreign Ministry hoped it could keep out of the Swedish-American papers.

Doubtful Success

The Foreign Ministry supplied many newspapers as possible with its interpretation of events. Though it apparently wanted to target the younger generation of Swedish-Americans, most of the emigrant newspapers served only former emigrants. As late as 1970, for example, 72% of Svenska Posten’s readers were foreign-born. To reach younger Swedish-Americans, the Swedish government wanted the papers to print articles in English, and it hoped that these Swedish-Americans would be more receptive to Sweden’s policies than their frequently conservative parents. If Sweden could influence the younger Swedish-Americans, it hoped to indirectly influence the remaining American population through them.

It is doubtful the Foreign Ministry managed to substantially influence many Swedish Americans. Even if a positive story appeared on the front page, the same paper often criticized Sweden’s foreign policy on the editorial page. Whether the Foreign Ministry succeeded or not, it is still clear that it tried to manipulate Swedish-American press reporting in order to gain support for the official Swedish position on Vietnam, illustrating the significance official Sweden attached to the views and opinions of the Swedish-American community.
### About Our Finances

Sometimes we are asked about how the Swenson Center is financed. Many assume that all expenses are paid by income from the Swenson endowment.

The fact is that the gift received over fifteen years ago from Birger and Lyal Swenson was vital in the establishment of the Center and in financing it during the early years. Another fact, however, is that the program of the Center soon outgrew the support received from that initial fund and that other sources of income were needed.

Fortunately, support has come in two ways—by additional endowments and by annual gifts and grants. The original endowment has now more than doubled as a result of the generosity of friends.

Endowment income still provides most of the Center's support. In addition, more than 630 persons have joined one of the annual support groups. From time to time, we have also been able to secure grants in support of special projects, such as those recently received from the Wallenberg foundations in Sweden.

The Center's program is greatly enhanced by its location at Augustana College, and this relationship continues in many ways to be an important benefit. The Center's annual expense budget, however, is supported entirely by separate endowment income and annual gifts.

Although program expense must be limited to the funds available, we realize that more work needs to be done. As the Center attempts to meet increasing demands in its efforts to serve as a national center for preserving and interpreting the record of Swedish immigration to North America, more financial resources will be needed.

You can help in this effort. By establishing an endowment with the income restricted for the Center's use, you can create a permanent recognition of your interest in preserving the Swedish heritage in America, or you can memorialize an immigrant of your choice. We will be happy to provide suggestions regarding how this can be done.

Another way to help is by joining one of our three annual support groups. Your participation in helping to support the Center is much appreciated. We hope it will also give you satisfaction in being a partner in making sure that the Swedish record in America is available to future generations.

### Publications available from the Swenson Center

The following publications/leaflets can be purchased from the Swenson Center:

- Offprints of the sixth annual O. Fritiof Ander Lecture in April 1994 are available for $2.00/copy, postage included. The lecture, entitled "Naming Patterns Among Swedish-Americans" was published in the June 1994 issue of Swedish American Genealogist.

- Microfiche of the master index of the Swedish-American and Swedish-Canadian church records we have on deposit. These microfiche are available for $1.00 each, including postage. *Please specify American or Canadian.*

- For sale also is a guide to the Swenson Center's microfilm holdings of Swedish-American newspapers (and a few Swedish-Canadian papers). Each guide costs $1.50, including postage.

- We also have copies for sale of Collective Memory and Ethnic Groups: The Case of Swedes, Mennonites, and Norwegians by John Bodnar, and The Problem of the Third Generation Immigrant by Marcus Lee Hansen. Please send a check for $3.00 for Collective Memory... and $2.00 for The Problem... ($5.00 for both). These prices include postage.

Please make all checks payable to "Swenson Center" and send payment to: Swenson Center, Augustana College, 639-38th Street, Rock Island IL 61201-2273.

### The Dagmar and Nils William Olsson Fellowship

The Swenson Center is pleased to announce that it is once again soliciting applications for the Dagmar and Nils William Olsson Fellowship. The fellowship, established by Nils William Olsson, and his wife Dagmar, helps defray costs for one person doing research for an extended period of time at the Center.

The fellowship, which is in the amount of $1,500, is open to anyone doing academic research on any aspect of Swedish-American history. The fellowship is not intended to be used for research on a person's individual family history. We particularly encourage graduate students and younger scholars to apply. The minimum stay required at the Swenson Center is three weeks, and the fellowship must be used within one year of notification of the award.

Anyone interested in applying for the fellowship should submit a two to three-page proposal to the Swenson Center outlining the proposed research topic. The proposal should also include a current curriculum vitae, as well as a statement showing how the resources of the Swenson Center are appropriate for the particular project. The deadline for application is April 1, 1998.

In 1997, the fellowship was awarded to two persons, Dr. Roger Kvist of the history department at Umeå University, Sweden, and to Mr. Edward Burton of the history department of Göteborg University. Dr. Kvist, who has visited the Center several times before, spent his time at the Center continuing his research on Swedes in the American Civil War. An article by Dr. Kvist on this topic appeared in the 1995 issue of Swenson Center News.

Mr. Burton is a Ph.D. candidate in history. An American living in Sweden, he earned a B.A. at Bowdoin College and a master's degree from Lund University. Mr. Burton's research topic, which is a part of his doctoral dissertation, dealt with the relationship between Swedish America and Sweden in the 1950s and 1960s. Pages 4-5 of this issue of Swenson Center News include an article by Edward Burton based on his work at the Center.
Gifts We acknowledge with gratitude the following gifts received between October 1, 1996 and September 30, 1997:

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Swenson Center Annual Support Groups

Close to 600 persons have enrolled as Swenson Center Associates, each making an annual contribution of $25. In addition to supporting the work of the Swenson Center, Associates receive a discount on research fees and a reduced subscription rate to Swedish American Genealogist.

For an annual contribution of at least $100, donors are designated as Swenson Center Scholars. In addition to the benefits provided to Associates, Swenson Center Scholars receive Swedish American Genealogist free of charge.

A support group of major importance is the Swenson Center Circle. Members of this group support the Center's work through an annual contribution of at least $250. In addition to the benefits provided to Associates and Scholars, members of the Circle receive an annual book in the field of Swedish-American studies.

We thank those who have become Associates, Scholars, and members of the Circle, and we encourage those who are not yet members to join. By participating as a donor you are, in a very important way, helping us realize our goals.

How you can support the Swenson Center

Return this form to:
SWENSON SWEDISH IMMIGRATION RESEARCH CENTER
Augustana College
639-38th Street
Rock Island, IL 61201-2273

Please enroll me in the following category of support for the Swenson Swedish Immigration Research Center:

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1998 Summer Opportunities

Swenson Center Hosts Elderhostels

Each summer for the past several years, Augustana College has hosted a large group of Elderhostelers, age 55 and up, who come to learn about the topic “Scandinavia.” The majority of the hosters come to Augustana to do research in the Center’s extensive records. The Center staff and other faculty members give lectures to the Elderhostel students for the first two days, and the group then divides into small groups to experience hands-on genealogy at the Center.

Because of the limited staff size and availability of space, we are forced to close the Center to the public during the Elderhostel weeks. Due to the demand for time at the Swenson Center and long waiting lists for this Augustana Elderhostel, the College will hold two Elderhostels in the summer of 1998. We will be closed to the public during the weeks of June 8-12, 1998 and June 22-26, 1998.

With this in mind, we want to emphasize the importance of phoning ahead for an appointment before coming to the Swenson Center. Unfortunately, we have known people to drive several hundred miles to do research in our library, only to find that we were closed. We can be reached by phone at 309/794-7204 or e-mail swsa@augustana.edu. For information about Elderhostel programs, contact Elderhostel Inc., 75 Federal St., Boston, MA 02110-1941, phone 617/426-8056, or http://www.elderhostel.org/

15th Augustana College Summer School in Sweden

For those with a genuine curiosity to learn more about Sweden and the Swedes, Swedish culture, or one’s Swedish roots, a knowledge of Swedish is essential. Augustana College announces its fifteenth Summer School in Sweden, a program which provides an excellent opportunity to learn Swedish in Sweden.

This six-week program offers five weeks of intensive college-level Swedish language study at the folkhögskola (folk high school) in beautiful Grebbestad on the Swedish west coast, and one week in Stockholm. The program runs from May 30 to July 12, 1998.

The program is designed for anyone from 16 to 90 years of age who is interested in intensive study of Swedish. Three levels of language instruction—beginning, intermediate, and advanced—will be offered. Each-level corresponds to one year of college or university-level study and may be taken for credit granted through Augustana College. Each course meets separately from 8:30 a.m. to 1:00 p.m. daily, and small groups, conversation drills, and lectures on Swedish cultural history complement the basic classroom materials.

The first five weeks will be held at the folkhögskola in Grebbestad, a small, idyllic fishing village and popular summer resort in northern Bohuslän on the Swedish west coast, located midway between Göteborg (Gothenburg) and Oslo. There will be weekend excursions to Oslo and Göteborg, field trips, visits to areas of local color, as well as opportunities to meet with Swedish families. Following the five weeks in Grebbestad, the group will travel to Stockholm, spending a week exploring the capital and surrounding areas.

The cost of the program is $3,150 (with reservation for major exchange rate fluctuations). This price covers all books, ground transportation, meals and lodging in Grebbestad, and room and breakfast for the week in Stockholm. Arrangements are being made for a special airfare from Chicago.

For further information and application forms, please contact Dr. Larry E. Scott, Department of Scandinavian, Denkmann Memorial Hall 110, Augustana College, 639-38th Street, Rock Island, IL 61201-2273. Phone: (309) 794-7329; fax: (309) 794-7443; e-mail: scscott@augustana.edu.