Note

While this study was being prepared, the invasion of Belgium and Holland by the Nazis made its impact on the U.S. public mind, and the battle in Flanders had started.

These activities produced a rapid change in American public opinion -- a recognition of the need for America's defense, a recognition that the United States is no longer isolated and free from attack, a recognition that the cause of the Allies and the United States is practically one.

This undoubtedly had modified U.S. opinion on the problems under discussion to this extent: These major events have crowded out Norway from the forefront of the American mind. They have, at the same time, intensified and extended the good will to Norway and all other Allied countries, from the broad, long-time standpoint.

The net results of the events of the last two weeks would tend to make the case for Norway before the American public a more acceptable one even though, due to them, it is more difficult to get a hearing for Norway today than before. They crowded other matters out of the public's mind.

When the tensity of the present situation is alleviated, the potential good will for Norway will be greater than before in our estimation.

May 27, 1940

RECOMMENDATIONS

FOR

A Campaign to Promote Better U.S. Understanding

of Norway

and

A Campaign to Raise Funds for Norwegian Relief

together with

A SURVEY OF FACTS AND OPINION

On Which These Recommendations are Based

Prepared
by

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PREFACE

PREFACE

A natural interest in Norway on the part of Americans of all stocks, and particularly on the part of Americans of Norwegian descent, resolves itself into two broad phases:

First: That American public opinion throughout the country should become vocal, in its own interest and in the interests of Norway as a symbol of democracy, of the importance of Norway as a free and independent democratic country. Whenever the time comes for the inevitable peace conference, it will be important that the moral force of the United States lend support to the aims of a free and democratic Norway.

Second: It is of real interest to Americans of Norwegian descent that the people from whom the latter have stemmed should be aided by their more fortunate sympathizers in this country.

A broad study of public opinion and public attitude throughout the United States was undertaken preparatory to making any specific recommendations as to how these two objectives might be accomplished.

These studies of opinion and the recommendations based upon them are contained in this report.

In this United States of over 127 million people, what existing attitudes might serve as a basis for a campaign to build public opinion in favor of a free and independent Norway? What attitudes might serve as a basis for a money raising campaign?

A survey of public attitudes and group alignments in the United States has been made by our organization, to provide intelligent answers to these questions. The recommendations which follow were made on the basis of the following surveys:

1. A survey of key states throughout the country to determine present day public attitude towards Norway gathered by experienced observers thoroughly familiar with conditions in the states, who had discussions with group leaders in each state, representing the important diversified groups in the state. The survey therefore represents a qualitative analysis of hundreds of expert opinions.

2. A study of public opinion towards Norway and towards Norwegian relief activities in those states having a high American population of Norwegian descent, either first or second generation.

3. A short background study of Norwegian immigration into the United States as a basis for our recommendations.

4. A survey covering the accessibility of the Scandinavian point of view through foreign language newspapers and radio stations.

What is the American attitude towards the Norwegians? What are the best methods of projecting information and point of view? What are the underlying currents or trends of public opinion that need to be taken into consideration in such activities? What are the most effective groups with which to work? What media are indicated as best to affect these groups? What are the symbols, the words, pictures and actions that these media are to carry? What part do the great instrumentalities of public opinion, the radio and the motion picture industry play in the situation, and how?

What are the potentialities for the success of a money-raising campaign? What are the indicated appeals, the indicated methods, the indicated types of money-raising that should be utilized?

These are the questions which this report attempts to answer. Our recommendations represent our best appraisal of the situation based on the facts, figures, and opinion we have been able to gather together - for the first time, we believe - in one compact report.

Part I contains recommendations and highlights of the survey for both broad categories of recommended activity.

Part II contains the symbolizing data on which these recommendations are based. Naturally, the readers of this report will be familiar with parts of this material.

The conclusions and interpretations of these facts do, we believe, represent an approach to the question as to how Americans may best solve the two problems they have put to themselves:

1. The development of a favorable public opinion in support of the democratic establishment of a free and independent Norway.

2. The accumulation of funds for relief in Norway.

PART I

RECOMMENDATIONS

FOR

1. A Campaign to Promote Better U.S. Understanding of Norway

and

2. A Campaign to Raise funds for Norwegian Relief

and

HIGHLIGHTS OF THE SURVEYS

On Which They are Based

BROAD RECOMMENDATIONS

BROAD RECOMMENDATIONS

In order to accomplish the broad purposes as outlined, that is, to build up a favorable public opinion and to raise funds, we believe that all activities should be centralized in one agency. Through this organization a campaign of public education, as well as fund raising, should be waged. Both our surveys and our experience indicate that this is the soundest procedure to follow under the circumstances. This is a basic recommendation drawn from the intensive studies we have made through the last two weeks.

Here are specific recommendations, step by step, designed to achieve and make effective this organization, in terms of the two objectives outlined:

1. That a separate and distinct office be set up in New York, to be known as "The American Friends of Norwegian Independence".

2. That this organization function as an integral part of your organization.

3. That one division of this organization be the Norwegian Relief Inc., functioning under State Department License from the same office.

4. That these two organizations function under a committee or liaison officer appointed by you, working

in conjunction with public relations counsel, with a paid secretary responsible for the actual carrying out of principles and practices as laid down in this report, both as to public education and as to money raising.

5. That the American Friends of Norwegian Independence institute a campaign of public education on various aspects of the question, under the supervision of qualified expert counsel on public relations, to carry on the following essential activities, outlined in more detail elsewhere in this report:

   a. Public education on the significance of Norway as a symbol of democracy and the importance of its regaining freedom and independence.

   b. Public education on the ties - historical, traditional, economic, educational, literary, musical, and artistic - that bind these two democracies together.

   c. Public education on Norway's need of help from the American people.

This same organization under the Norwegian Relief Inc, will have for its purpose the building up of an organiza-

tion to raise money in those places and through such methods as are outlined later in the survey.

An organization of the kind outlined, with intelligent, effective personnel working along lines of planned activity as to strategy and time, and cooperating closely with expert guidance, should be effective in accomplishing the results for which it was organized.

RECOMMENDATIONS

FOR

THE ORGANIZATION AND ACTIVITIES

OF

AMERICAN FRIENDS OF NORWEGIAN INDEPENDENCE

ASSOCIATED WITH

NORWEGIAN RELIEF, INC.

R E C O M M E N D A T I O N S

FOR THE ORGANIZATION AND ACTIVITIES OF THE

AMERICAN FRIENDS OF NORWEGIAN INDEPENDENCE

ASSOCIATED WITH NORWEGIAN RELIEF, INC.

What follows covers a plan for the set-up and organization of the activities outlined in our recommendations. That the efficacy of the plan we propose has been proved is evidenced by the successful functioning of similar organizations in behalf of numerous other nations. (See Appendix II)

Object

The object of the organization is (a) to build up a favorable public opinion in favor of Norwegian freedom and independence, and (b) to build up, collaterally, funds for relief where indicated. Our research indicates that, whereas a favorable public opinion may be built up, as far as concerns fund raising, the collection of large sums is not indicated.

It must be borne in mind that an organization,

and a campaign of the character outlined will be simultaneously affecting public attitudes and accumulating money for Norwegian relief.

Chief expenditure should be for building a favorable public attitude toward the plight of Norway in favor of a free and independent Norway and not, except fractionally, for direct relief. This would produce the more desirable result as to (a) relief itself, indirectly from other sources, (b) future political independence, (c) American good will, for:

American Red Cross is raising $10,000,000 in four months by public subscription, more as required. It can also receive direct appropriation from Congress for any demonstrated need in any amount. Allocations made to Norway from this source are dependent in large measure on American public attitude.

Norway has access to R.F.C., Import-Export Bank, Surplus Commodities Corporation and export subsidy grants of Department of Agriculture for foodstuffs; favorable action in all of which are preponderantly dependent on public opinion.

The organization should be under the direction of a committee chosen from your organization, which in turn should choose an individual to be the liaison between the counsel on public relations and the committee. He in turn will direct and supervise activities.

Meetings of the committee should be held from time to time, in order that reports may be made to it and in order that counsel on public relations may discuss with your committee matters of policy for guidance.

Counsel on Public Relations

Counsel on Public Relations should be engaged to work with your organization. Under such counsel on public relations, the activities of the organization are to be directed and supervised so that they may conform to the soundest and most effective practices and principles of public relations work.

Offices

Headquarters for activities in both fields, molding public opinion and fund raising, should be established in offices in New York adjoining the counsel on public relations, at 420 Lexington Avenue,

for the convenience of utilizing the public relations staff as well as convenience to media of dissemination.

The office to be rented on monthly basis for the purpose, will serve as headquarters for the organization and will be in the charge of a competent young woman experienced in this kind of activity, who will serve as an executive secretary of the organization. She will be assisted by a stenographer-typist. The office will be a focal point and a clearing-house for the work of the entire organization.

Organization of the American Friends of Norwegian Independence

The function of the organization A.F. of N.I. is to be restricted to public education activities. Fund raising activities are to be carried on in the same office under the name of Norwegian Relief, Inc.

The organization itself obviously will be a non-profit organization supported by voluntary contributions from Americans. The monies necessary for carrying on the work should be pledged in advance by the various Americans who manifested interest in the organization. The monies are to be disbursed under the direction of a treasurer and on the basis of budgets definitely authorized in advance of expenditure.

Spokesmen

The suggestion is made that there be two spokesmen for the committee, so far as signature on letters, publicity and the like are concerned. One of these spokesmen is to be chosen later, after the committee has started functioning in a broad way. He should assume in the public mind the position of a human symbol charged with the public responsibility of reflecting the attitude of Americans toward the objectives of the organization. Obviously, no money will be paid to the incumbent, whose duties will be to act principally as a public figure. In our belief, the selection of such a man is not necessary at the present time, but will develop from activities carried on by the organization.

In addition to this man there will be the paid secretary mentioned above, working under counsel on public relations.

Advisory Board

An advisory council, the number to be decided upon later, should consist of outstanding Americans of Norwegian and non-Norwegian descent, drawn from every section of the country -- from economic, racial,

financial and other groups -- willing to lend their names to the broad purposes, both public education and fund raising, of the organization. Particular attention should be paid to make sure that this group represents a real cross-section of the United States, and that these men and women adequately represent the point of view of all those groups in the United States who, the survey shows, would be willing to align themselves with the objectives.

Membership

It would not be the purpose of the organization at the start to solicit membership in the organization, but that desideratum will be kept in the background. If, as and when the activity has reached a point where it is advisable to do so, membership in various categories, that is, annual membership, life membership, and the like, can be decided upon and that phase of the activity developed. At the present time, for the accomplishment of the two purposes, it is not indicated as a necessary step.

Advisory Expert Groups

It is recommended that several advisory committees be organized by the American Friends of Norwegian Independence in order to broaden the base of interest. One of

such committees might be made up of interested Americans of Norwegian or non-Norwegian descent, who might, from time to time, confer with the public relations counsel.

Organizational Activities

Under the direction of the counsel on public relations and staff, plus the headquarters employees, the American Friends of Norwegian Independence, including Norwegian Relief, Inc., should engage in the following activities:

1. Carry on public relations and public education activities in accordance with policies authorized by the committee.

2. Prepare and issue material for public education and fund raising purposes.

3. Provide a central clearing-house for all information, statistical data, reference material and the like, in connection with the activities of the group.

4. Keep in close touch with the advisory public relations group with a view to developing suggestions and advice it may offer.

5. Establish and maintain relations with media,

schools, churches, labor, agriculture, publications and other opinion-molders and leaders, along the lines of the strategy laid down, and carry on correspondence with them, supplying necessary information and background material and within the limits of the budget.

6. Prepare material for radio, the lecture platform and all kinds of group materials desirable and practicable in connection with the work.

7. Direct publicity for the relief fund; also lay down the method, techniques and promotional principles for state and other bodies formed to collect funds.

8. Generally supervise and centralize the activities of the organizations for fund raising.

It must be understood that all these activities will be limited as to man power and mechanics, by the limited funds available. However, it should also be understood that all these suggestions are as adaptable for a large as for a small organization, and their

flexibility permits their expansion, in case of a larger appropriation.

Counsel on Public Relations

Counsel on public relations should be retained for the complete supervision and direction of the organization. This organization would supply the necessary personnel to carry on both the public information and the fund raising, within the limits of the budget, with the exception of the two who will be on full-time duty in headquarters.

The office of the counsel on public relations shall perform the following services, within limits of fee set hereafter:-

Supervision and direction of general policy and personnel

Contact work

Research

Writing

Supervision of production and distribution of material

Creative effort

Office, overhead and staff

The full-time secretary in the headquarters office shall serve as the focal point, for outside contacts and organizational activities.

Printed Material

It is indicated in a campaign of this character that the following pieces of printed matter be authorized, written,printed and broadcast. Under the present budget, these activities necessarily are limited. Should more funds become available, however, activity should be along these lines:-

A short four page folder outlining the situation in Norway and the who, what when, where and why of the situation. This folder should contain a map, should give a terse, accurate account of the situation which should provide for the reader all the facts and should enable him to come to satisfactory conclusions. It should contain a brief statement embodying the important appeals, along with the opinions of certain key Ambassadors. This folder should gain widespread distribution to Who's Who in America and to other group leaders.

Another fundamental folder is a memorandum which will serve as a factual, comprehensive statement of the case for American sympathy

and understanding for Norway, and which will dispel the ignorance, apathy and prejudice toward Norway. This folder should also receive widespread distribution to media and public.

A third project should embrace a short annotated bibliography on Norway. This bibliography should be distributed to libraries, universities, writers, publicists, radio commentators and others.

A fourth and fifth publication should be two clip books of short articles that are written with a view to use by the American press. These stories should be factual, and relate a United States interest to a Norwegian interest, or vice versa. They should contain a reference to the organization and its purpose. They should be distributed to press and radio throughout the country.

A short history of Norway emphasizing its development from the standpoint of democracy. This should be furnished to newspapers, historians and other important groups and group leaders throughout the country.

The United States and Norway - a survey of their economic relations. This should be a short, to-the-point study of the last twenty years, outlining by trades, if possible, the economic relations between the two countries. The more reference to the relationships between the two countries, the better. This booklet should be distributed to the group leaders of the economic fields concerned, to the trade press, to business publications and to business news editors of other important publications throughout the country.

Short biographies of Norwegians who mean something to the people of the United States, like Ibsen and Bjørnsen, should be written. These will stress the contribution of these men to the United States in the particular fields in which they were active. A pamphlet containing these biographies with photographs will be sent to a list of editors and authors and other group leaders.

Publications

There should be additional publications covering special fields of interest, such as education,

physical education, labor, labor courts, women, agriculture, manufacture, science, invention, and, in fact, every field of constructive human activity in which there is a logical relation between the two countries. This phase will be developed only if funds are increased.

Releases to Press, Radio, etc.

Insofar as limited finances permit no opportunity will be neglected to supply press, radio and movies with relevant material that will be of use to them. The material will be released on a routine basis; that is, it will be sent at certain intervals to these media. But, in addition to this, every advantage will be taken of spot news that permits of non-routine treatment.

The routine information will be supplied in the form our experience indicates as most useful to the editors, if money permits - printed galley copy, mimeograph, and mats.

The spot news material obviously may be of sufficient importance to warrant being carried by the news services, that is, the Associated Press, the United Press, the International News Service, as well as the radio services and commentators.

Radio Transcriptions

The matter of radio transcriptions with a view to developing a series of broadcasts for use of stations throughout the country is very desirable. Such broadcasts would contain Norwegian songs and/or other music with material in monologue or dialogue, to be used for stations requesting such material. Obviously this cannot be done with the money available.

Lectures

Interested leader groups throughout the country -- such as Rotary, Kiwanis, Lions -- are likely to request lecture material which will be prepared to meet the needs of the group. They should have a double effect -- of reaching the audience within ear-shot or within radio-shot, and of providing a basis for reporting of fact and point of view in the press and other publications, which will reach wider audiences. Further funds would permit the broadening of this activity.

Advisory Committee

The Advisory Committee of sponsors provides a means of dramatizing and humanizing the appeal of the organization. But it does more than that. The statements of the individuals who join are released to

newspapers in their territory. They increase the acceptance by the public of any other material the organization may issue or of activities the organization may carry on.

The group of sponsors, therefore, should be as representative and as impressive as it is possible to make it.

Contacts and Educational Activities

In order that the educational activities of the organization, both the offensive and the defensive, may be given impetus, flow and growth, it is recommended that a schedule of activities be carried out. The contemplated schedule should embrace the immediate contact with the following groups, upon a flexible plan of action subject to bugetary considerations.

1. Newspaper, press and other publishing contacts. Contact with these groups should be immediately established by letter, offering to supply background information, facts, human interest material on Norway when, as, and if desired. This division might also furnish mats of pictorial matter to country newspapers throughout the United States. Activity of this character should attempt to develop and build a cumulative

public opinion to benefit Norway. The following figures give a picture of the media to be considered in this connection. The figures are approximate:

Daily newspapers in the United States	2,056
Weekly newspapers in the United States	10,728
Semi-weekly newspapers in the United States	357
Circulation of daily newspapers in the United States	40,679,100
Sunday circulation	31,750,000
Religious publications	1,216
Class & trade publications.	2,469
Miscellaneous publications of all types	3,805

2. School and Church Contacts

One of the educational phases will be the development of relationships with certain parts of the educational system of the United States. Colleges and universities, teachers and educators should be contacted. In connection with educational bodies and groups and individuals, there should be built up the following types of activity:

A. Information and background
B. Material for teachers
C. Study outlines
D. Material for lectures and essays

For churches and other religious bodies, including the lay organizations connected with churches, such as the Knights of Columbus, etc., other types of material shall be prepared and disseminated. The objectives of this campaign will be kept in mind; that is -

1. To build up good will for Norway.

2. To blanket false accusations.

3. To prepare the ground for fund raising.

3. Other Business and Professional Groups

There are a large number of such groups in the United States. For these, based on budgetary limitations, there will be developed the particular kind of contact the group merits, always attempting to secure the cooperation in groups in one or a number of the following ways:

A. The group acting as a medium for distributing material to its members.

B. The group acting as a discussion group.

4. Agriculture

It is recommended that, as a part of the educational activities, contact shall be maintained with farm groups.

5. Labor

Similarly, contact should be maintained with labor groups.

6. Radio

There are over 600 radio stations in the United States, including, of course, the two large national chains and the minor independent chains. No specific appropriation will be made for radio time. However, it will be the attempt of the organization to contact:

A. The independent stations, to supply material for their sustaining programs.

B. National groups, to arrange for prominent speakers and events to be broadcast that may carry out the objectives of the campaign.

C. Existing national advertisers, with a view to cooperating with them in supplying them with such material as will be helpful to the cause.

D. An attempt will also be made to provide speakers, from time to time, to address radio audiences, if the opportunity is provided.

7. The Lecture Platform

The activities will supply to speakers on the subject or kindred subjects a speakers' handbook, which will give essential facts and figures, authenticated by the advisory groups, on the point of view and the necessity for maintaining it, in the public interest.

8. The Motion Pictures

These are an important channel of communication to the mass mind. An attempt will be made:

A. To Modify attitudes in motion pictures and to attempt to project the desirable public interest point of view in two ways:

(1) Through endeavoring to arrange overt acts from time to time which can be utilized in the newsreels.

(2) To project to principal scenario writers and others in the motion picture industry fact and point of view that they may care to carry on through the medium of their own pictures.

The figures given are approximate:

Motion picture houses in the United States	17,541
Seating Capacity	10,924,484

9. Authors, Writers and Other Group Leaders

A list of approximately 25,000 leading men and women should be prepared. Those who are in Who's Who in America, or who by the written word or other means of expression have attained to leadership, should receive the facts and interpretation on Norway, and they in turn may be expected to spread the message to their publics. To these leaders, there will, from time to time, be sent informational material of interest, which may prove helpful to them in carrying on the point of view, and securing its wide dissemination.

10. Various Units and Groups Who May Desire to Act As Disseminators Of Information And Educational Material

An attempt should be made to establish contact with leaders of all those groups, who, through their own channels, and in their own interests, may be able to distribute material.

FUND RAISING

Fund raising is, in itself, a special field of action. Despite necessarily small personnel and curtailed outlay for mechanics, the vital elements of planning, timing and strategy will be applied to all activities to give them their full force. Expert advice of trained specialists will of course be available through the offices of the counsel on public relations. Effective organizations along these broad lines have already been set up to aid Finland, Poland, Holland, Belgium, and Czecho-Slovakia.

Effective Organization

It is suggested that organizations be developed along state lines, which are natural units in which to function, due to state pride and consciousness.

In developing state organizations it is, of course, important that the broad fund raising organization be centralized at the same time that it retains a decentralized character, for centralization makes it possible to keynote principles and practices of the decentralized units, while decentralization is important because it builds upon individualism and initiative.

The chairman of each state obviously should be an individual of prestige value in his community.

The central organization should act as a stimulator of

the decentralized state units. The centralized organization should lay down the principles and practices of the drive and should also make available to all units whatever have been found the most effective methods in the drive.

Obviously, the central organization cannot control the state organizations, but it can keynote them.

Correspondence with state offices will be maintained.

Publicity will be prepared by state headquarters for local newspapers, while at the same time publicity will be released by national headquarters.

It is believed, in the case of states and cities where there are large populations of Norwegians or Americans of Scandinavian extraction, that both public information and fund raising can be carried on simultaneously. In other communities this is not the case. There, money raising should not be carried on at this time, if at all. On the other hand, in those regions where it is indicated by the survey that both can proceed at the same time, this obviously should be done.

Recommendations For State Organizations

It is recommended that state organizations be immediately set up, if this has not already been done, in the following states:

Iowa, Minnesota, Oregon, Michigan, Wisconsin, North Dakota; with the establishment of additonal organizations for the dissemination of material in favor of an independent Norway, and only secondarily for fund-raising, in such states as California, Texas, New York, Ohio, Pennsylvania, Illinois, and in the District of Columbia. These state organizations should be headed by state chairmen, who engage offices and run campaigns at their own expense.

Suggestion for the membership of their committees should be made by central headquarters. These committees should include key individuals and key groups in the state.

Suggestions on methods, appeals, letters should be supplied by the central committee at no cost to the state unit. Costs for running local campaigns should be underwritten by key individuals in local states so that the full money donated will go for Norwegian relief.

Adherence to this important principle, in our experience, will help the organization to raise larger amounts and, at the same time, remove from itself the danger of criticism which it would incur if expenses are permitted to run high, as they did in some of the Spanish relief organizations. It will be recalled that the State Department publishes these figures.

Norwegian Press in This Country

It is obvious that this press is important to the fund

raising campaigm. However, it is suggested that the publishers and editors of these papers be formed into a public opinion committee. These newspapers will be furnished with information of the progress of the campaign and whatever relevant material is indicated.

Norwegian Societies

A series of planned mailings on the need for the campaipn will go to Norwegian societies for transmission to their members. This material will be developed in a way that meets the needs of the situation, sociologically and otherwise.

Radio Talk

An attempt will be made to have one speaker of national prominence deliver an address over a nation-wide hook-up.

Special Recommendation:

Many of those interviewed in the survey believed that a private relief campaign could not possibly make any material contribution to a need so vast as that of the Norwegian people. It was suggested that the funds obtained by such a campaign might better be spent, in large part, for building a favorable public attitude toward a free Norway. Public and private action resulting from such an educational campaign would be tremendously more effective, it was felt, than a negligible amount of direct relief. Even the Finnish

relief, which was much more opportune as to timing, netted only $2,000,000. Chances for a Norwegian campaign are not so great, and it is doubtful whether a significant amount of funds could be accumulated.

BUDGET

The budget for an organization of this character necessarily must be flexible. Its amount depends upon the intensity and extensiveness with which the two activities - public information and fund-raising - are carried on.

It is vital, however, that a sound relationship be maintained between three types of expenditures:

1. Monies spent on maintaining a headquarters office for the organization and staffing this office with a full-time secretary and a stenographer.

2. Monies spent for planning, supervision, direction, and writing and research personnel.

3. Monies spent on out-of-pocket mechanical expenses to translate the work of the personnel into dynamic action.

It is obvious that these three elements must bear a sound relationship to one another.

The proposed budget endeavors to take into account present day conditions and uncertainties as to the future. At the same time, it treats the situation realistically, provides a minimum effective budget to take care of the indicated needs of the situation now and allows for future flexibility.

We understand that your group desires to keep commitments and expenditures to a minimum, compatible with doing a sound job. Our experience with comparable undertakings

indicates that, to do a minimum effective job, an expenditure of approximately $480 per week, or $2,083 a month is indicated.

Under the proposed set-up, it would be possible to conduct activities, including the maintenance of a separate headquarters office with a full-time secretary and a stenographer on a month-to-month basis, and to make available to your group the supervision, direction, staff and office facilities of our organization.

BUDGET

BUDGET

1. A separate headquarters office for the organization, adjoining counsel on public relations office, with full-time secretary and stenographer --

	Per Week
Office rent	$23.00
Telephone service	12.00
Incidentals	12.00
Secretary, full time	30.00
Stenographer, full time . . .	23.00
	$100.00

(Payable on the basis of authorized vouchers) (for separate items.)

2. Planning, supervision, direction, and writing and research personnel of counsel on public relations --

This includes the planning, strategy, supervision and direction by the partners; services of executives supervising staff members in contact, writing, research and the direction of production; including stenographic and clerical services and the office overhead in connection therewith. $280.00 per week.

(Payable as a fee.)

In keeping with the non-profit character of your cause and our disposition to work with you, this figure represents a maximum of effort at a minimum charge to you, based on our costs of staff and overhead, and eliminates our usual fee for personal services.

3. Mechanical expenses to distribute the work of headquarters staff and counsel on public relations staff --

This includes printing, mimeographing, multigraphing, mailing, postage, etc. This is estimated on the basis of $3.00 to $10.00 per thousand pieces mimeographed or printed matter; and letters, including first class postage, at $6.00 to $10.00 per hundred.

$100.00 per week.

(Payable on the basis of authorized vouchers)
(for separate items.)

RECOMMENDED POLICIES

RECOMMENDED POLICIES

The broad policies underlying the two activities, moulding public opinion and fund raising, are these:

1. That they are to be jointly carried on by one organization.

2. That they are to be under the supervision and direction of your committee and the office of counsel on public relations.

3. That the organization is to be manned by two experienced workers.

4. That counsel on public relations, subject to your approval, is to develop and plan strategy and timing, supervise and direct the organization and supply personnel.

5. That activities are to be carefully organized and planned in advance so that there will be proper synchronization in publicity and fund raising where fund raising is indicated, and in the publicity per se where fund raising is not indicated.

6. That due recognition is to be given, in every case, to the soundest and most effective way of spending every dollar.

HIGHLIGHTS OF THE SURVEY OF PUBLIC OPINION

1. Attitudes toward Norway
   Favorable Attitudes
   Attitudes to be Counteracted

2. Specific Recommendations Indicated by the Survey for Developing Favorable Attitude toward Norwegian Independence

HIGHLIGHTS OF THE SURVEY OF PUBLIC OPINION

ATTITUDES TOWARD NORWAY

Favorable Attitudes

The general and enthusiastic condemnation of Nazi invasion indicates conclusively that a distinction can be drawn between Norway and the other invaded nations. Regarded as important, is the fact that the Norwegians are not a Germanic people and therefore cannot be considered as a logical adjunct to the German empire. The sole reason for the invasion seems to be a geographical opportunism. Not even Germany dared to pretend that Norway's frontiers menaced the safety of her empire. The very brutal nature of the invasion became, for most Americans, a more personalized affair, leaving a deep, lasting shock and bringing the war nearer home. There has been bitter criticism of "England's desertion of Norway, which left her stranded, with little alternative but capitulation." The Norwegian political concepts and those of other democracies have also aroused special interest. An increasing tension regarding the possible fate of the remaining democracies gives this point special value. Norway, unlike the other "subjugated" nations and the countries now at war, has always been an integrated

nation, not dependent, as are the others, on colonies to provide her livelihood. The Norwegians have maintained their independence for centuries, developing their own ground, within their own frontiers. There is a striking similarity between Norway's self-reliance and provision for her own peoples and the fundamental precepts of "liberty loving" Americans. The Norwegians, home-loving, industrious and thrifty, can be compared to the Americans living in New England. The Norwegians have made rich cultural contributions to the integral life of America.

Attitudes to be Counteracted

Ignorance of facts about Norway and the Norwegians is a basic difficulty in promoting sympathy and understanding of Americans toward the Norwegian plight. In the absence of the knowledge that Norwegians are very much like themselves, Americans cannot sustain a vital interest in Norway's position, and a general apathy results. Most Americans cannot distinguish Norway racially, linguistically, and (until the last few weeks) geographically from other Scandinavian countries. Almost nothing is known here of Norwegian history, customs, way of life and government - even less of Norwegian culture.

One prevalent attitude toward Norway is that she does not deserve singling out for pity, partly because of the greater horrors which have befallen other "blitzkrieged" nations, and partly because the eventual status of Norway and all other countries depends on what world-order can come out of the termination of the conflict.

A recurring attitude, which doubtless derives from the Stowe articles and from the lack of news of Norway after the capitulation, is that the Norwegians will be able to take care of themselves. Some maintain that the Norwegians live off the land. Others hold that the Germans will protect and feed the Norwegians. Many maintain that Norway's independence after the war will follow automatically, no matter who wins, because Germany only took over the country temporarily as an emergency measure.

Some people believe that any effort, even to sympathize with Norway, will endanger our neutrality and

bring us into the war. It is even felt that action or attitudes toward Norway are the proper province of Secretary Hull, and citizens should keep out. There is, too, a considerable prejudice against Norway. It is held by many that Norway's own poor judgment in continued neutrality is the cause of her disaster. She should, they maintain, have aided Finland and she should not have refused Allied aid. Others hold that it is a disgrace to Norway that she was "betrayed from within", even if it was by Fifth Column activities, which a proper government ought never to have allowed. Finally, there are those who resent Norway's capitulation, feeling that she should have fought to the last man. They contrast her to Holland and Belgium, to her disadvantage.

SPECIFIC RECOMMENDATIONS INDICATED BY THE SURVEY FOR DEVELOPING FAVORABLE ATTITUDE TOWARD NORWEGIAN INDEPENDENCE

Our survey indicates that the most pressing need in arousing an attitude in favor of Norwegian independence in this country is for dissemination of additional information about Norway. An ignorance akin to apathy concerning Norway exists very extensively, necessitating a wide campaign bringing home to Americans some picture of the self-respecting life of pre-invaded Norway, the real devastation that has followed in the wake of the conquerors, and the acute suffering, mental

and physical, which Norwegians are undergoing as a result of the new regime.

Media leaders, in particular, stress the fact that news stories and pictures to produce the desired effect must make an emotional appeal and must manage the appeal so subtly that American readers will not feel that they are being bulldozed into a distasteful course of action. They say that "the same old potpourri of horror pictures has lost its sting"; that the public palate has become, so to speak, jaded with an overdose of atrocities; and that new slants and angles of appeal must be found.

The following are specific suggestions offered by those interviewed for the use of various media for the dissemination of information and emotion concerning Norway.

It should be noted that these are included here as indicative points of view only. Our own suggestions will be found in our recommendations.

SUGGESTIONS FROM PUBLIC

I. RADIO

1. "Plant questions relating to Norway on Radio-Quiz Programs.
2. "A Town Hall of the Air Program.
3. "Dramatic radio serials showing how Norway

was before it was raided, how it was sold out by traitors, the coming of the invaders, and how, in a cruel stroke, they changed everything Norway had stood up during 300 years of peace and industry.

4. "Radio program, over a nation-wide hook-up, under some such title as 'Help Norway the American Way'.

5. "Stage American short-wave broadcasts to Norway to raise Norwegian morale.

II. PERSONALITIES

1. "Get a coast to coast radio hook-up and get Edgar Bergen, Flagstad, Garbo, and other Scandinavian talent to volunteer their services. Get a good panel on the Radio Forum some Sunday night (broadcast from Department of Interior studio) to debate some controversial aspect of the question. Get the Office of Education to discuss Scandinavian influences in the development of the United States.

2. "Sonja Henie might be taken on a tour to arouse sympathy for her countrymen.

3. "Get people interested in individual Norwegians, so they know just what was done with their own particular money. If it repaired a factory, they might not be at all interested, but if it helped homeless Karen Nygaard to start life anew, a personal bond would be established. Also it could be pointed out that Norway had a democratic government, highly advanced in cooperation and democratic institutions. By contrast with the totalitarian life, sympathy might be stirred up.

4. "Return trip of the Crown Prince and Princess.

5. "It was suggested that the official endorsement of the King of Norway be obtained to initiate the publicity campaign.

6. "Personal contact with Norwegian-American officials.

7. "Talks by descendants of Norwegians now living here in peaceful America, emphasizing that American racial stock and business enterprise owe a great deal to Norwegian pioneers.

III. NORWEGIAN CUSTOMS AND TRADITIONS

1. "Have afternoon 'kaffee klatches' (Norwegian teaparties).

2. "Have smørgasbord parties.

IV. PICTURES

A. Moving Pictures

1. "Motion pictures of customs and activities in peacetime Norway would help.

2. "It would be a help to have a first-class American newspaper reporter with the camera outfit to keep a supply of human-interest stories flowing into the American relief headquarters, these for release to the press.

B. Still Pictures

1. "The best appeal of all are pictures of blond, blue-eyed children (Norwegian). The Finns here used with great success a drawing of a mother and child.

2. "Billboards would be a strong appealer, because

people would see the Norwegian plight in stark contrast to their own safe driving with their families on little outings.

3. "Use pictures showing dead bodies, devastation after bombing, Norwegian heroism, and Norwegians still fighting.

V. NEWSPAPER STORIES

1. "Newspapers use feature articles with human interest every day normal life of people, letting daily war news supply dramatic contrasts.

2. "Feature stories linking America with Norway. What has happened to the birthplaces of men now famous here, as for instance, Knute Rockne and Gerald Nye.

3. "Stories that the Norwegians ARE STILL FIGHTING.

4. "Stress the contributions of all Scandinavians to the development of our country, too little understood by Americans in general.

5. "Feature stories on history of Norway, stressing fact that Norway will never surrender, that they have never recognized anyone as a master, and will not begin with Hitler.

VI. STATISTICS

1. "Slight apathetic feeling toward the Norwegians because of the traitors who had a hand in turning the country over to the invaders. The best way to combat this feeling is a fact-and-figure presentation of the military, financial, and economic conditions in Norway, showing that it would have been complete suicide for Norway to combat the invasion.

2. "Stress Norwegian progressiveness as a nation: mentioning, for instance, short hour weeks for laborers, old age pension, unemployment compensation, hospitalization, absence of slums. The

Norwegian-American line in New York should have suitable films.

3. "Bring out fact in publicity that, while annual total trade with the United States is not enormous, per capita purchases of American goods are surprisingly high; for example, per capita purchases of American-made goods by Frenchman, Italian and German average $3.00, $1.25 and $1.20, respectively while the Norwegian per capita purchases of American-made goods average $5.33. A news story could be effectively written, featuring the Norwegian as a good customer, needing our help to retain his purchasing power.

VII. MISCELLANEOUS

1. "Letters. The Detroit Finnish committee had marked success with names furnished by the Board of Commerce.

2. "One of those interviewed maintained that the plight of these little nations can be laid at the door of President Wilson and that the United States has an obligation to them. He said that, if he were promoting a drive, he would hammer on that point.

3. "Groups of high and grade school teachers would appreciate well-written illustrative material for use in their classroom work on geography, history, social customs and current events."

HIGHLIGHTS OF THE SURVEY OF FUND-RAISING POSSIBILITIES

1. Attitudes toward Fund-Raising Campaign
   - Favorable Attitudes
   - Attitudes to be Counteracted

2. Specific Recommendations Indicated by the Survey on Fund-Raising.

HIGHLIGHTS OF THE SURVEY OF FUND-RAISING POSSIBILITIES

ATTITUDES TOWARD FUND-RAISING CAMPAIGN

Favorable Attitudes

In the states which have a high incidence of Norwegian population, as indicated in the survey, there is, of course, a great deal of active sympathy for Norway, and active or potential support for any attempts made to raise funds. This is particularly indicated by the fact that there are already active small local organizations fostered by Norwegian-Americans.

In the other states which were studied, there was very little feeling in favor of a campaign for funds to help Norway alone.

Attitudes to Be Counteracted

Special pains should be taken to counteract several attitudes which frequently recur throughout the survey. These may prove rather serious obstacles to a nation-wide campaign for Norwegian relief funds.

In all of the states, except those with a large Norwegian population, there appeared, time and again, the feeling that relief activities for foreign countries should be coordinated under one national organization. This attitude was based on two frequently expressed resentments - one toward

special consideration being asked for any one of the small invaded neutrals; the other toward an over-abundance of time -, effort-and money-consuming drives.

The feeling was also expressed by a number of groups that our need at home is too great to allow of our making any substantial contribution to foreign countries until that local need is filled.

Some believed that the United States ought to be involved in Europe's struggle only to the extent of moral support.

There was, finally, a general fear that funds sent to Norway might never reach the hands of those for whom they were intended. The need was strongly felt for some sort of assurance that such funds would not find their way into Nazi coffers.

A fund-raising campaign must be directed, in large part, to the Norwegian groups in this country. They are most susceptible, and it is probable that other

groups will later follow their lead. It was felt that the campaign would have to devise some means of showing conclusively that definite need exists for relief, and would have to give assurance that funds will get to those for whom they are intended.

A broad education campaign is necessarily a corollary to any attempt to raise funds. All of the special recommendations included in the foregoing section are, therefore, relevant to a fund-raising campaign. There werealso, however, a few suggestions made by the groups interviewed, which have specific reference to such a campaign.

It was suggested that there be enlisted a sponsorship of some "big name" person or non-political group, such as Herbert Hoover or the Red Cross, respectively. Large public demonstrations "of a dignified nature" were suggested as a method of raising money: benefit concerts, dances - on the scale of the President's Birthday Ball, coffee parties, sale of native products and handicrafts, etc.

It was suggested that a monthly magazine of current developments and factual background be issued and sold. This would obviate the embarrassment of asking for funds directly.

One newspaper editor reported that he had raised funds for another small nation by merely putting a box in his paper every day.

PART II

THE SURVEYS
ON WHICH
OUR RECOMMENDATIONS ARE BASED

BACKGROUND

BACKGROUND

I

NORWEGIAN IMMIGRATION

More than three-quarters of a million Norwegians have immigrated to the United States. There were in 1930, 1,100,098 persons in the United States of Norwegian birth, Norwegian parentage or mixed parentage. Further, there were, in 1930, 1,000,000 more Americans of Norwegian ancestry. Those of Norwegian stock represent, in all, 2.1% of the total foreign white stock in the United States and 8/10 of 1% of the total population.

The first Norwegians came in 1825 and immigration continued until after the war. The biggest waves were from 1866-1873, from 1880-1892, and from 1900-1912.

When Norwegians came to this country they characteristically went immediately to a Norwegian settlement, leaving it after several years to press further west, in consequence, one settlement grew out of another. There are notable exceptions of small "island" groups which set out apart from the main flow, for sundry reasons.

The main flow went from North-Eastern New York to Illinois; from Illinois to Wisconsin; from Wisconsin and Illinois to Iowa and Minnesota; from Iowa and Minnesota to the Dakotas, Nebraska, Montana, the Far West, Canada and scattered

regions.

Until recently the agricultural population of Norway accounted for most of the emigrants. They were of several classes; the "bönder", or freeholder class, who came in search of economic conditions not restricted and hedged by regulations (as well as younger sons of this class who were not in line to inherit land); the "husmänd" or cotters, who were tenant farmers, in effect, seeking to better their condition; the renters, the laborers, and the servants who had little to hope for in a society where economic opportunity was closed and social status was fixed.

In effect, migration from Norway was not very different from the movement affecting the rest of Europe.

Secondarily, there were motives of religious freedom, minority groups being Quakers or Quaker sympathizers, or those revolting from the formalization of the established Lutheran church.

Preachers, teachers, physicians and tradesmen migrated also for reasons paralleling those affecting the farmers — but in fewer numbers.

In the beginning and from time to time thereafter, one or two men came over on sort of scouting expeditions and then returned or wrote to groups at home to come and where to settle. Throughout the immigration period, one of the most

potent factors influencing Norwegians to come to the United States, was the "American letters", letters written back to Norway by Americans here, telling about the country. They were widely circulated and often printed. Many other incentives were presented mostly to influence immigrants to go further west after reaching the United States Immigration Office and officials were established in New York to give out booklets, land companies and railroads described new country in glowing terms — often in Norwegian newspapers.

The Norwegian Daniel Boone was CLENG PEERSON, who has been called the "pathfinder of Norwegian immigration." He came over in advance of the first group in 1821 and chose a site for settlement between the Erie Canal and Lake Ontario, 35 miles from Rochester. The group, Quakers and Quaker sympathizers arrived in a sloop in New York City in 1825, proceeding immediately to their new settlement, which they called "Kendall Settlement".

After nine years in New York, after advance pioneer work of Cleng Peerson, and at his suggestion, the entire settlement, save two families, moved West and no trace of it now remains. They were probably influenced to do so because their increasing numbers through immigration made it necessary to spread out and the land they occupied in New York was getting too valuable because of the Canal.

The new "Fox River" settlement was in the Fox River Valley of Illinois. This increased and spread out, remaining a base for further westward movement. Some Norwegians went to the growing city of Chicago which remained a considerable center for that nationality even after the development of Minnesota. Chicago attracted the laborers, shopkeepers, sailors (on the Great Lakes) and professional men from among the immigrants.

In the 1840's the Norwegian settlements were formed in Southern, Eastern and Central Wisconsin and in the 1850's to the North and Northwest of that state, although some Norwegians were already pushing further West in the 1850's. In 1850 there were 9,467 Norwegians in Wisconsin, representing 3% of the population. By 1870 they numbered 59,619 and were 5.6% of the population. In time the Illinois and Wisconsin settlements, which were co-extensive, came to be known jointly as "Luther Valley".

Two individual settlements in Wisconsin worthy of note were:

1. The KOSHKONONG Colony embracing the present capital of Madison, where even in (1930) 2/3 or more of the population of the towns included is Norwegian, except in Madison where they are 7 8/10 of the population.

2. The MUSKEGO settlement not far Southwest of Milwaukee which was founded by SOREN BACHE, the son of a

wealthy lumber dealer and shipper in Norway who came over in 1839, and whose father, in Norway, encouraged others to join him. EVEN HEG, who was the leader of the revolt against church formalism in Norway, became the leader of the colony.

In 1837 the Norwegians (along with other pioneers) immigrated into Iowa under the leadership again of CLENG PEERSON. They were attracted there by the rich black soil and did not move on from Iowa until it was taken up. Settlements in Iowa were largely in the Northeastern part of the state, the only large concentration of city population being in SIOUX CITY. After 1870 the Norwegian population in Iowa did not change geographically, the numerical increase being drained off into Minnesota.

Important among those who led Norwegians to Iowa from Wisconsin was the Reverend CLAUS L. CLAUSEN, a Lutheran minister of Danish birth. He was persuaded to be a religious leader for the Norwegians and was one of the founders of the Norwegian Evangelical Lutheran Church in America. He also edited a Norwegian-American paper.

Minnesota has been called "A Glorious New Scandinavia." Its climate, situation, and character of scenery, were more like Norway than any other part of the United States. Norwegians settled Minnesota largely in the third quarter of the nineteenth century, after which areas of Norwegian influence remained largely the same. From 9

Norwegians in 1850 the number rose to 83,856 (14.08% of the State's population) in 1875. Norwegian settlement, except in the North, was dense. Minneapolis and St. Paul, especially Minneapolis, became centers.

The Norwegian settlement of the Dakota territory began even before it was officially thrown open in 1859. The main stream came in the 1860's when the scarcity of wooded land in Minnesota caused them to seek the prairies, and was stimulated by the good crops of 1868 and 1869. (For settlement of Dakota territory see Rolvaags, "Giants of the Earth").

The period of greatest Norwegian settlement in what became South Dakota came to an end in the late 1880's at which time there were 51,455 Norwegians or 12.8% of the total state population. They concentrated on the Eastern fringe of the State. The boom ended with the droughts which began in 1886, the depression resulting from that, over-expansion and declining wheat prices. After the depression the frontier had moved on.

In the 1890's the Norwegians went into North Dakota and at the turn of the century into Montana. In 1900 there were 73,744 Norwegians in North Dakota - over

23% of the total. They settled in North Dakota along the Red River on the Eastern Border.

In Montana they settled on the great Eastern Plains and from there the great movement went into Canada. In 1930, 11,168 Norwegians lived in the Eastern Counties of Montana. Norwegians in western Montana and in states west of Montana are not part of the great Northwest movement.

There are considerable numbers of Norwegians in Michigan. By the time Norwegians arrived in Michigan, the land was gone and those who settled there did so because they were tempted by the immediate wages available in lumbering, mining, Great Lakes shipping and lately in automobile manufacturing. Norwegians are found throughout western Michigan and in the upper peninsula where the early ones went to work the copper and iron mines. The 1930 census showed that 51% of the Scandinavians in Michigan were of foreign birth.

Island Norwegian Settlements

In the Pacific Northwest, Washington and Oregon, concentrated in the Puget Sound Region, is a considerable Norwegian population attracted there from 1899 - 1914 for farming, lumbering, fishing and shipping. Great impetus was given their migration by propaganda and the completion of railroads to that area.

In western Montana, Idaho and Eastern Colorado there are Norwegians — 29,387 in western Montana in 1930. These are off-shoots of Norwegians stricken with the gold fever along with other wealth seekers.

In Utah in 1930, there were 6,198 Norwegians (a small number compared with other Scandinavians there) who are there because they are Mormons. Oddly enough, most were converts to this faith in Norway.

In 1930 there were 5,543 Norwegians in Texas, mostly in east Texas, Waco and Brownsboro. These came as a result of the pathfinding efforts of REIERSON, a prominent Norwegian journalist who visited the United States in 1843, OLE CANUTESON, a migrant from the Fox River Settlement in 1853 and CLENG PEERSON again who drifted to Texas in 1849.

Around 1900, a feeble and largely unsuccessful attempt was made to settle Norwegians in Virginia to do truck farming.

The most celebrated (in song and story) attempt at a settlement was the Oleana settlement in Potter County, Pennsylvania, fostered by OLE BULL who had in mind an establishment of an ideal Norwegian community in America in the 1850's. He bought 125,000 acres of land, only to find he held fraudulent title to them.

In 1853, there was a Norwegian Society in Boston but

there is only a scattered and unorganized population now.

In the Bay Ridge section of Brooklyn there were 41,266 Norwegians in 1930, including large numbers of seamen.

This material is based on "Norwegian Settlement in the United States" by Carlton C. Qualey.

ANALYSIS

OF

ATTITUDE AND OPINION BY STATES AND CITIES

INTRODUCTION
TO
ANALYSIS OF ATTITUDE AND OPINION BY STATES

The following pages contain relevant information upon which the recommendations for molding public opinion and developing a campaign of fund-raising are based. These represent qualitative surveys of public opinion in key states and cities throughout the nation.

In view of the time element and the necessity for developing a satisfactory sampling process, we have treated the states in this country from two standpoints -- first, those states which have an important Scandinavian population; second, those states which assume an important position in the country's government by reason of population or wealth, as well as through their representation in Congress.

Such a sampling will give us a picture of the United States' public opinion as a whole. As a matter of interest, our study represents over fifty percent of the entire population. Since this includes the states with the largest Scandinavian population and other key states it may be regarded as a true sample of United States opinion.

You will notice, in the discussion under each state, that the states which have negligible Scandinavian populations have been treated from the point of view of their importance in molding public opinion, while the states having high Norse

populations have been treated from the standpoint of molding public opinion and from the standpoint of the possibility of fund-raising within their borders.

C A L I F O R N I A

CALIFORNIA

Population (Thousands)	5,677.3
Percent White	89%
Percent of U.S. Total	4.6241%
Families, Total No. (Thousands)	1,610.0
Percent Owning Homes	46%
Dwellings, Total No. (Thousands)	1,403.2
Total Employees	934,052
Wages Paid (Thousand dollars)	1,169,472
Individual Income Tax Returns, 1934, Total No.	308,652
Net Incomes below $1000, No.	34,110
Net Incomes $1000-$3000, No.	183,534
Net Incomes $3000-$5000, No.	61,085
Net Incomes $5000-$10,000, No.	22,792
Net Incomes over $10,000, No.	7,131
Individual Income Tax Returns, 1935, Total No.	377,470
No. per 1000 persons	66
Passenger Automobiles Registered, 1936, No.	1,899,853
No. per 100 families	118
Families with Radios, 1938, Total No.	1,719,800
No. per 100 families	107
Residential Telephones, 1935, Total No.	780,018
No. per 100 families	48
Domestic Electric Meters, 1930, Total No.	1,513,788
No. per 100 families	94
Circulation of 12 National Magazines, 1937	2,271,712
No. per 100 families	141
Circulation of 6 General Magazines, 1937	1,133,898
Circulation of 6 Women's Magazines, 1937	1,137,814
Farms, 1935, Value (Thousand dollars)	2,325,446
Value per farm (dollars)	15,466
Total population of Norwegian descent	48,566
Norwegian born population in California	17,604
Total population of Swedish descent	103,603
Swedish born population in California	41,734
Total population of Danish descent	60,815
Danish born population in California	23,175
Total population of Finnish descent	16,426
Finnish born population in California	8,495

Radio Stations Accepting Foreign Language Programs: KPMC KRE KHSL KGR KGFJ KMTR KRKD KYOS KLS KROW KDB KSOR KGDM KTKC

Norwegian and Danish Newspapers: BIEN (Danish) - Weekly. Publ. in San Francisco.

ANALYSIS OF ATTITUDE AND OPINION
IN
CALIFORNIA

Note: This abstract covering opinion in the State of California has been based on expression from the two greatest centers of population - Los Angeles and San Francisco.

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in California

General attitude of people in California is favorable and sympathetic toward Norway. Attitude is based on compassion for unjustly invaded country and abuses by Nazis. Possibility of raising a general Allied relief fund is favored over a separate fund for Norway. If Norwegian fund is to be raised, it is felt that strong publicity will be most effective. Free and independent Norway is favored over present plight of the country.

Group Leader Views

Business

Most sympathetic attitude expressed toward plight of Norway. Attitude indicates general leaning toward a fund to provide relief for all nations invaded by Nazis. Sympathetic

attitude may be traced to respect for fighting spirit of Norwegians and instinctive sympathy for a people unjustly treated. With few exceptions, attitude toward Norway is similar to that expressed toward the Allies generally. California business leaders and the groups they represent feel that public attitude toward plight of Norway, in favor of free and independent Norway, is favorable and can be strengthened. Some doubt is expressed, however, at possibility of regaining this position because of strength of internal Fifth Column in Norway. People are interested and concerned.

Labor

No expression of views or attitudes of Labor in the State of California.

Church and Education

Sympathy very strong toward Norway in this group, based on admiration for fighting spirit and compassion for unjustly treated people of a peace-loving nation. Attitude on relief program split; both separate Norwegian fund and general Allied

relief fund favored. In areas where Norwegian population is concentrated, feeling toward Norway is, naturally, stronger than toward other invaded countries; however, general attitude is equally sympathetic with all invaded countries. There is a strong expression for the success of building favorable public attitude toward plight of Norway and expression strongly favors a free and independent Norway.

Women

Strongly in favor of general fund to help all nations suffering from Nazi injustice. Sympathetic toward Norway but women in the State of California feel that greater good can be accomplished by grouping all relief under one head. Present attitude of sympathy toward Norway attributed to plight of people and dislike for Nazi injustice. Feeling for Norway is equal to that felt for all Allies. Women did not express themselves on possibility of building favorable attitude toward free and independent Norway.

Media Leader Views

Newspaper

Attitude indicates strong leaning toward a general fund from which all Allies may benefit. Sympathy strong for Norway as for all other invaded countries. Indications are that newspapers will support a program of this kind if it is instituted.

Radio

This group also sympathizes with Norway because of unjust invasion. General feeling is toward all Allied fund. Indications are that California stations will cooperate in relief program.

POSSIBILITIES FOR RAISING FUNDS

Group Leader Views

An analysis of opinion in the State of California shows that public sentiment is with the Allies as a group rather than centered on any one of the individual nations of the Nazi invasion. Opinion and attitude, therefore, indicates that a general Allied relief fund would find much greater success.

Media Leader Views

It is indicated from an analysis of media opinion - newspaper and radio - that a general Allied fund would be favored over individual fund for Norway and would stand much greater chances of success.

ANALYSIS OF ATTITUDE AND OPINION IN LOS ANGELES

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

Group Leader Views

Generally sympathetic because of injustice done Norway. Consensus of opinion that individual relief campaign for Norway will not be successful since all Allies will need aid and therefore a general fund should be instituted. Strong feeling for free and independent Norway.

Media Leader Views

Generally sympathetic to plight of Norway because of invasion and abuses by Nazi. Strong feeling expressed, however, to the effect that there are

too many separate fund campaigns; all should be organized under group like Red Cross. Very willing to co-operate with any such relief movement.

Cogent Suggestions for Developing Favorable Attitude

Direct a campaign to Norwegians in this country, since they are most apt to be susceptible to a plea for funds for distressed Norway.

Arrange for speakers to appear before Norwegian groups, clubs, fraternal orders, etc.

ANALYSIS OF ATTITUDE AND OPINION IN SAN FRANCISCO

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

Group Leader Views

Strong sympathy indicated, induced by injustice of Nazi invasion. Opinion strong for Norwegian relief program, also some expression for general Allied relief program. Believe campaign can succeed and express spirit of co-operation.

Media Leader Views

Attitude indicates strong feeling for success of such a fund campaign. Sympathetic toward Norway and will co-operate.

Cogent Suggestions for Developing Favorable Attitude Made by Those Interviewed

Feature stories on history of Norway, stressing fact that Norway will never surrender.

Send camera-man and news reporter over to Norway (preferably men with understanding of relief campaign), if possible, who will supply newsreel features and news that will instigate sympathy and promote relief.

Radio program of nation-wide hook-up, entitled "Help Norway The American Way", featuring news items and human-interest material.

Feature Norway as in similar position to Belgium in last war —government having escaped capture and still functioning.

Feature Norwegians as never having recognized anyone as a master. Stress fact that they will not start with Hitler.

Bring out fact in publicity that, while annual total trade with the United States is not enormous, per capita purchases of American goods are surprisingly high; for example, per capita purchases of American-made goods by Frenchman, Italian and German average $3.00, $1.25 and $1.20, respectively, while the Norwegian per capita purchase of American-made goods averages $5.33. A news story could be effectively written, featuring the Norwegian as a good customer, needing our help to retain his purchasing power.

Apprise officers of American-Scandinavian Foundation (headquarters in New York) of this movement, since their cooperation will be very helpful and such co-operation is assured.

Use prominent figure as Director to assure news value. It is suggested that the services of Herbert Hoover be enlisted.

Feature stories on prominent people of Norwegian parents, such as Senator Nye, stressing Norwegian descent, should bring valuable public interest.

D E L A W A R E

DELAWARE

Population (Thousands)	238.4
Percent White	86%
Percent of U.S. Total	.1942%
Families, Total No. (Thousands)	59.1
Percent Owning Homes	52%
Dwellings, Total No. (Thousands)	54.9
Total Employees	40,843
Wages Paid (Thousand dollars)	51,661
Individual Income Tax Returns, 1934, Total No.	10,847
Net Incomes below $1000, No.	1,218
Net Incomes $1000-$3000, No.	6,374
Net Incomes $3000-$5000, No.	1,861
Net Incomes $5000-$10,000, No.	831
Net Incomes over $10,000, No.	563
Individual Income Tax Returns, 1935, Total No.	11,704
No. per 1000 persons	49
Passenger Automobiles Registered, 1936, No.	47,042
No. per 100 families	80
Families with Radios, 1938, Total No.	57,600
No. per 100 families	97
Residential Telephones, 1935, Total No.	19,315
No. per 100 families	33
Domestic Electric Meters, 1930, Total No.	38,167
No. per 100 families	65
Circulation of 12 National Magazines, 1937	65,671
No. per 100 families	111
Circulation of 6 General Magazines, 1937	28,976
Circulation of 6 Women's Magazines, 1937	36,695
Farms, 1935, Value (Thousand dollars)	51,476
Value per farm (dollars)	4,959
Total population of Norwegian descent	223
Norwegian born population in Delaware	141
Total population of Swedish descent	718
Swedish born population in Delaware	294
Total population of Danish descent	205
Danish born population in Delaware	99
Total population of Finnish descent	85
Finnish born population in Delaware	50

Radio Station Accepting Foreign Language Programs: WILM

Norwegian and Danish Newspapers: None

ANALYSIS OF ATTITUDE AND OPINIONS IN DELAWARE

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Delaware

On the whole, the general feeling is one of sympathy based on theory that Norway was "deserted" by her neighbors. There is, however, a tendency to discourage any efforts at building a public attitude toward Norway at this time.

Group Leader Views

Business

In general, very sympathetic. Supports the theory that Norway, a peace-loving nation was betrayed. Divided expression of opinion regarding possibility of building a favorable public attitude at this time. Not regarded too favorably.

Labor

Very positive reaction against any form of expressed sympathy to Norway.

Educators

Very sympathetic to Norway's condition, feel that a favorable public attitude could be developed.

POSSIBILITIES FOR RAISING FUNDS

It was felt by several of those interviewed that there should be one central agency such as the Red Cross for conducting campaigns for foreign relief. One leader said, "The American people right now are pretty well fed-up with contributing toward campaigns for foreign relief." Another, while expressing sympathy for Norway, said, "If they want to contribute to anything how about giving something to our own starving millions." Others, however, felt that a campaign for relief would be well supported.

I L L I N O I S

With particular reference to

C H I C A G O

(Cook County)

CHICAGO, ILL.
(Cook County)

Population (Thousands)	3,982.1
Percent White	93%
Percent of U.S. Total	3.2434%
Families, Total No. (Thousands)	988.9
Percent Owning Homes	36%
Dwellings, Total No. (Thousands)	518.2
Total Employees	878,222
Wages Paid (Thousand dollars)	1,213,933
Individual Income Tax Returns, 1934, Total No.	218,942
Net Incomes below $1000, No.	16,924
Net Incomes $1000-$3000, No.	133,559
Net Incomes $3000-$5000, No.	43,182
Net Incomes $5000-$10,000, No.	17,205
Net Incomes over $10,000, No.	8,072
Individual Income Tax Returns, 1935, Total No.	260,768
No. per 1000 persons	65
Passenger Automobiles Registered, 1936, No.	620,678
No. per 100 families	63
Families with Radios, 1938, Total No.	996,480
No. per 100 families	101
Residential Telephones, 1935, Total No.	547,537
No. per 100 families	55
Domestic Electric Meters, 1930, Total No.	961,221
No. per 100 families	97
Circulation of 12 National Magazines, 1937	1,017,883
No. per 100 families	103
Circulation of 6 General Magazines, 1937	456,684
Circulation of 6 Women's Magazines, 1937	561,199
Farms, 1935, Value (Thousand dollars)	50,674
Value, per farm (dollars)	12,602
Total population of Norwegian descent	52,708
Norwegian born population in Chicago	21,740
Total population of Swedish descent	140,913
Swedish born population in Chicago	65,735
Total population of Danish descent	28,695
Danish born population in Chicago	12,502
Total population of Finnish descent	4,993
Finnish born population in Chicago	2,261

Radio Stations Accepting Foreign Language Programs: WCBD WEDC WGES WSBC

Norwegian and Danish Newspapers: DANSK TIDENDE (Danish) - Weekly. Publ. in Chicago.
EVANGELISK TIDENDE (Danish) - S.-Monthly. Publ. in Chicago.
NORSK UNGDOM (Norwegian) - Monthly. Publ. in Chicago.
SCANDIA (Norwegian) - Weekly. Publ. in Chicago.
SKANDINAVEN (Norwegian-Danish) - Weekly. Publ. in Chicago.

ANALYSIS OF ATTITUDE AND OPINION
IN
CHICAGO

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion In Chicago

There is more sympathy in Chicago for Norway than for the other invaded countries. Those who felt more sympathy toward other countries did so because they felt that Norway should have helped Finland. Some thought that England should have helped Norway and that the suddenness of the attack made it difficult for Norway to fight. There was some doubt expressed as to Norway's real feeling for democracy as against a totalitarian form of government. There is a good chance, it was felt, for developing a public opinion favorable to the reestablishment of a free government in Norway. Good publicity is required, however, to bring about that attitude.

Some felt that a certain amount of apathy exists, but suggested that it could be dispelled by emotional appeal, spot news, atrocity stories and good background material based on Norwegian culture.

Group Leader Views

Business

While all expressed genuine concern over Norway's plight several representative business men were more sympathetic toward Finland and Poland. They were less sympathetic toward Norway because Norway did not come to the aid of Finland. One felt that there is apathy toward Norway, and one suggested that it could be overcome by good publicity. While all were in favor of helping these countries, some would limit the help by first insisting that local problems be met and then the needs of foreign countries.

Labor

Labor agreed that there is sympathy for all nations who are victims of aggression. One leader felt that there was more sympathy toward Finland than toward the other countries. It was believed that what apathy there is is due to the fact that events have come so swiftly. It was felt that we should help Norway and that public feeling should not be difficult to arouse. There was some feeling that local problems should be solved first.

Professional Men

Sympathy for Norway was widespread. In general the same feeling for all invaded countries was expressed. Some felt that we should help see that independence is regained, but there was some feeling that Germany might automatically restore Norway's independence after the war. Most of these men would like to see something done to overcome the apathy that they find at present.

Foreign Policy Experts

It was generally thought that there is a great deal of apathy and even adverse feeling toward Norway which must be overcome if anything is to be done. Some felt that the Finns and Czechs deserve more respect than the Norwegians -- the former because they fought, and the latter because they were sold down the river. The fact that the plight of the Dutch and Belgians is so much more dramatic will make it doubly hard to influence public attitude on Norway.

Educators

The representative educators who were interviewed

felt that much social progress had been made by the Norwegian government and they have a great feeling of friendliness for the Norwegians. They believed that it is necessary to acquaint the average American with Norwegian culture. It was felt also that evidence must be given to show that treachery was limited and that there is a real feeling for democracy among the Norwegians. Many did not believe that people here are uninterested.

Women Leaders

All of the women interviewed were sympathetic, there was some difference in degree based on the feeling that Norway's attitude as a neutral was a mistake, and that she should have foreseen the result. Most were anxious that we do nothing to help if it will mean that it will endanger our own neutrality or involve ourselves in the war. One gave expression to a doubt of the advisability of seeking independence for these small nations until the world order is such that their freedom can be guaranteed.

Views Of Media Leaders

Newspaper

All were in sympathy with Norway, but several felt that there is a general apathy which can only be

counteracted by pictures showing the need and the horror of the situation.

Radio

Sympathy and admiration for Norway and the other countries was expressed. The public seems apathetic and that apathy must be overcome by showing that Norway is not agreeable to being dominated by Germany.

Cogent Suggestions For Developing Favorable Attitude

It was suggested by many of those interviewed that an emotional appeal is necessary to counteract the apathy which was generally thought to exist. The importance of Norway as a world democracy should be stressed but will not suffice to arouse real public opinion. Spot news, atrocity stories and photographs of such things as Germans in Norwegian uniforms, and prisoners being shot in the back are suggested.

Radio programs and literature concerning Norwegian democracy, social ideals, and cultural advancement are important as a continuous background for the emotional appeal. Americans should be given a knowledge and appreciation of Norwegian authors,

artists, musicians, composers, and so forth. No country of three million can show as many composers and artists.

The Stowe publicity should be counteracted if it is untrue.

POSSIBILITIES FOR RAISING FUNDS

Group Leader Views

Most of the people interviewed felt that possibilities for raising funds were fairly good but several doubts as to the advisability of an immediate campaign were expressed. Several stated that they would not help until there was positive proof that Norwegians are suffering from lack of food. They believed quite strongly that they were able to take care of themselves or that the Germans were handling that problem. On the other hand, one prominent business man pointed out that he and his associates realized all too well how much food Norway must import in order to live and, therefore, they will be glad to contribute.

The second doubt expressed a good many times had to do with the feasibility of sending help to needy Norwegians without its being intercepted by the Germans.

One of the women leaders felt that there was a growing dislike for all drives and that the Finnish drive had

been distinctly not a success in Chicago.

Media Leaders Views

The newspaper and radio people were more encouraging about relief and felt it entirely possible to raise a large amount. One editor had gathered money for the Finns simply by including in his paper a small box article each day.

I O W A

IOWA

Population (Thousands)	2,470.9
Percent White	99%
Percent of U.S. Total	2.0126%
Families, Total No. (Thousands)	635.7
Percent Owning Homes	55%
Dwellings, Total No. (Thousands)	604.
Total Employees	216,876
Wages Paid (Thousand dollars)	214,309
Individual Income Tax Returns, 1934, Total No.	50,677
Net Incomes below $1000, No.	7,626
Net Incomes $1000-$3000, No.	32,077
Net Incomes $3000-$5000, No.	7,648
Net Incomes $5000-$10,000, No.	2,581
Net Incomes over $10,000, No.	745
Individual Income Tax Returns, 1935, Total No.	59,395
No. per 1000 persons	24
Passenger Automobiles Registered, 1936, No.	603,170
No. per 100 families	95
Families with Radios, 1938, Total No.	577,800
No. per 100 families	91
Residential Telephones, 1935, Total No.	370,761
No. per 100 families	58
Domestic Electric Meters, 1930, Total No.	398,191
No. per 100 families	63
Circulation of 12 National Magazines, 1937	628,896
No. per 100 families	99
Circulation of 6 General Magazines, 1937	253,846
Circulation of 6 Women's Magazines, 1937	375,050
Farms, 1935, Value (Thousand dollars)	2,462,313
Value per farm (dollars)	11,092
Total population of Norwegian descent	57,126
Norwegian born population in Iowa	12,932
Total population of Swedish descent	57,365
Swedish born population in Iowa	16,810
Total population of Danish descent	47,501
Danish born population in Iowa	14,698
Total population of Finnish descent	198
Finnish born population in Iowa	70

Radio Stations Accepting Foreign Language Programs: WMT KWLC KMA

Norwegian and Danish Newspapers: DANNEVIRKE (Danish) Weekly.
Publ. in Cedar Falls.
KVINDEN OG HJEMMET Monthly. Publ. in Cedar Falls.
POSTEN (Norwegian) S-Weekly. Publ. in Decorah.
VAGTEREN (Danish) Weekly. Publ. in Harlan.

ANALYSIS OF ATTITUDE AND OPINION IN IOWA

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Iowa

The general attitude is friendly and sympathetic toward Norway. There is a large Scandinavian population in Iowa, especially in its northeastern section. Many of those questioned declare - here, as in Minnesota - that sentiment as a whole will follow the lead of the Americans of Scandinavian descent, who are already deeply concerned about the plight of their land of origin.

Group Leader Views

Business

It is the belief of this group that most people are very sympathetic toward Norway, although some express the opinion that "Norway's condition was not so distressed as some other countries'."

Labor

Feeling toward Norway is most friendly, although local and internal problems occupy their minds to a greater extent.

Educators and Church

There is considerable sympathy and admiration for the Norwegians among this group, "based on

universal respect for them, the high type of immigrants they have sent to our country, and the fact that, despite their efforts to remain at peace, they were drawn into the war". There is a strong belief that everyone would like to see a free and independent Norway.

Women

A real feeling of sympathy for all invaded nations. Sentiment toward Norway, as distinct from other invaded countries, is at present crystallized only in Scandinavian groups.

Media Leader Views

Newspaper

There is fear that what was a strong sympathy for Norway has shifted, as the scene of action has shifted. Also, the fact that Norway refused to let help go across her borders into Finland has created a lack of sympathy in some minds. The most pressing need now, newspaper groups seem to believe, is for some solution to the refugee problem.

Radio

Radio leaders believe that the majority of their listeners are sympathetic to Norway, chiefly because of the large percentage of Scandinavians

among them. The need for education as to Norway's real condition is continually stressed; as one comment-maker put it, most people think that Norway has "a bed of roses" compared to Belgium, Holland and France.

Suggestions For Development Of Favorable Attitude

The only real suggestion is for a program of education and enlightenment as to the real needs of the Norwegian people.

POSSIBILITIES FOR RAISING FUNDS

Group Leader Views

Although some prominent citizens believe that all groups, particularly those of Scandinavian origin, would contribute to a campaign for Norwegian relief, the vast preponderance of opinion urged that all contributions be made through some such general agency as the Red Cross. It was pointed out, variously, that the Red Cross drive, with all its facilities, had not yet gone over the top; that relief should be provided for all suffering countries; that any individual drive at this time would either impede, or be impeded by, the $10,000,000 drive. Two points of view in regard to Red Cross relief were brought out: first, that that organization should be allowed to allocate funds as it saw fit and that no strings should be attached

by individual donors; second, that funds given by persons particularly interested in Norway might be so stipulated by the donors.

One educator suggests that leadership for such a drive could be secured at Luther College in Decorah, Iowa.

Media Leader Views

Newspaper men took a pessimistic view of the possible success of a fund-raising campaign for Norway at this time, on the heels of the great Red Cross drive. Too, the shifting of the scene of actual warfare away from Norway and into so much wider a sphere, makes dubious the success of any campaign judged by money standards designed to relieve one beleaguered nation. There is some sentiment that Norway needs less help than the other invaded countries, because she is, at least, still intact.

Radio men, while willing to support such a drive, favor a more general campaign, although some believe that a campaign to help the women and children of Norway ought to be successful.

All media people point out that the only locale where an exclusively Norwegian campaign would have

a real chance, would be in Scandinavian groups and communities. A radio leader suggests working through Norwegian-Lutheran churches, many of which are to be found in northeastern Iowa.

MARYLAND

MARYLAND

Population (Thousands)	1,631.5
Percent White	83%
Percent of U.S. Total	1.3289%
Families, Total No. (Thousands)	385.2
Percent Owning Homes	55%
Dwellings, Total No. (Thousands)	346.1
Total Employees	261,291
Wages Paid (Thousand dollars)	278,896
Individual Income Tax Returns, 1934, Total No.	79,470
Net Incomes below $1000, No.	6,228
Net Incomes $1000-$3000, No.	46,337
Net Incomes $3000-$5000, No.	17,657
Net Incomes $5000-$10,000, No.	6,680
Net Incomes over $10,000, No.	2,568
Individual Income Tax Returns, 1935, Total No.	94,125
No. per 1000 persons	58
Passenger Automobiles Registered, 1936, No.	290,914
No. per 100 families	76
Families with Radios, 1938, Total No.	355,100
No. per 100 families	92
Residential Telephones, 1935, Total No.	128,610
No. per 100 families	33
Domestic Electric Meters, 1930, Total No.	275,936
No. per 100 families	72
Circulation of 12 National Magazines, 1937	363,095
No. per 100 families	94
Circulation of 6 General Magazines, 1937	164,104
Circulation of 6 Women's Magazines, 1937	198,991
Farms, 1935, Value (Thousand dollars)	242,714
Value per farm (dollars)	5,465
Total population of Norwegian descent	1,493
Norwegian born population in Maryland	703
Total population of Swedish descent	2,088
Swedish born population in Maryland	764
Total population of Danish descent	1,194
Danish born population in Maryland	464
Total population of Finnish descent	621
Finnish born population in Maryland	376

Radio Station Accepting Foreign Language Programs: WCBM

Norwegian and Danish Newspapers: None

ANALYSIS OF ATTITUDE AND OPINION IN MARYLAND

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Maryland

On the whole, an extremely sympathetic reaction towards Norway. General feeling is that the invasion was unjustified and unwarranted. A few dissenters trace the blame to Norway because of publicized "fifth column activities." Majority feel that Norway got a "raw deal". As Norway has always been an independent country, progressive and peace-loving, she could not be considered a logical adjunct to the German empire. Norwegians are not a Teutonic race. Sentiment expressed pictures Norway as having been betrayed by her own people. (One man feels that Norway tried to "play both ends against the middle.") There is a negligible difference in attitude. A slight distinction is made between Norway and other invaded neutrals, since Norway did not have large Germanic populations. An almost unanimous belief that the public attitude is one of sympathy toward Norway. (One suggests that the betrayal of Norway "from within" would first have to be disproven, before Americans would become completely receptive).

Group Leader Views

Business

Express deep sympathy. Almost unanimous in conviction that Norway's invasion was cruel and brutal. Majority hopeful of restoration of Norway's independence. (A few expressions of opinion that Norway alone is responsible for its plight.) In general, however, the feeling is favorable to Norway on the basis that Norway was always a peace-loving nation, upholding the democratic traditions of government. There is very little distinction made between attitude for Norway and other invaded countries. Belief that the public is already in complete sympathy toward Norway's condition stressed.

Labor

A sympathetic reaction based on feeling that a "peaceful people " were attacked by force and deception. No distinction made between Norway and other invaded countries; favors an independent Norway.

Church Leaders and Educators

Extremely sympathetic. Feel that Norway's plight has intensified American reaction to one of anger at Germany's invasion. Believe that public opinion is already strong in Norway's behalf.

Women

Very sympathetic toward Norway, based on the belief that Norway was subjected to a "cruel invasion." On the whole, no particular difference in reaction to Norway and other invaded nations. Believe· that a sympathetic public attitude toward Norway already exists.

Media Leader Views

Newspaper

One of sympathy toward Norway on basis of the "unwarranted aggression" by Germany. However, no difference in their opinion between invasion of Norway and other neutrals. Believe· that a strong favorable reaction toward Norway already exists.

Radio

Opinion expresses sympathy. Feel that Norway was "not given a chance to defend herself." Does not feel, however, that any distinction can be made between Norway and other invaded countries. Believe there is a strong possibility of building a favorable public attitude since the public is already "pro-Norwegian."

Cogent Suggestions for Developing Favorable Attitudes

Majority favor pictures, (news-reel, newspaper and magazine shots.) Feeling that news stories and

pictures showing Norway "before and after" would have considerable influence in molding public opinion. A few feel that a sentimental approach is needed. Addresses by Norwegian-Americans at mass meetings suggested as having direct appeal.

M A S S A C H U S E T T S

MASSACHUSETTS

Population (Thousands)	4,249.6
Percent White	99%
Percent of U.S. Total	3.4613%
Families, Total No. (Thousands)	1,021.2
Percent Owning Homes	44%
Dwellings, Total No. (Thousands)	703.2
Total Employees	870,901
Wages Paid (Thousand dollars)	1,040,641
Individual Income Tax Returns, 1934, Total No.	240,430
Net Incomes below $1000, No.	27,253
Net Incomes $1000-$3000, No.	153,095
Net Incomes $3000-$5000, No.	35,986
Net Incomes $5000-$10,000, No.	15,983
Net Incomes over $10,000, No.	8,113
Individual Income Tax Returns, 1935, Total No.	262,939
No. per 1000 persons	62
Passenger Automobiles Registered, 1936, No.	697,955
No. per 100 families	68
Families with Radios, 1938, Total No.	1,019,200
No. per 100 families	100
Residential Telephones, 1935, Total No.	506,003
No. per 100 families	50
Domestic Electric Meters, 1930, Total No.	965,145
No. per 100 families	95
Circulation of 12 National Magazines, 1937	1,120,171
No. per 100 families	110
Circulation of 6 General Magazines, 1937	526,774
Circulation of 6 Women's Magazines, 1937	593,397
Farms, 1935, Value (Thousand dollars)	255,677
Value per farm (dollars)	7,285
Total population of Norwegian descent	12,177
Norwegian born population in Massachusetts	5,454
Total population of Swedish descent	81,106
Swedish born population in Massachusetts	36,810
Total population of Danish descent	7,879
Danish born population in Massachusetts	3,070
Total population of Finnish descent	26,889
Finnish born population in Massachusetts	13,077

Radio Stations Accepting Foreign Language Programs: WAAB WCOP WMEX WORL WSAR WHAL WLAW WLLH WNBH WESK WMAS WSPR

Norwegian and Danish Newspapers: HERALD OF CHRISTIAN SCIENCE - Monthly. Publ. in Boston.

ANALYSIS OF ATTITUDE AND OPINION IN MASSACHUSETTS

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Massachusetts

The general attitude in Massachusetts is one of sympathy towards Norway, coupled with deep and lasting shock at "the brutality and irrationality of the Nazi invasion." Special educational work is needed here to focus public attention upon Norway as an entity distinct from other invaded countries, for here as elsewhere Norway is at present regarded as one of a group. The vagueness towards the exact position of Norway, prior to and succeeding the invasion, needs to be dispelled. Although most group leaders lack definite ideas as to how it should be approached, they do feel that a campaign for sympathy and, indeed, for money would meet with considerable general approbation and response.

Group Leader Views

Business

"American humanitarian ideals have been violated beyond reason," says one. "Lack of a spirit of brotherly love makes any American's blood boil at the injustice of the act." The attitude towards Norway is distinguished from that towards

other nations by the fact that "the violation of Norway brings closer to us the feeling of the danger that threatens in a very, very near East." "I think the British got Norway into an awful mess by making a bluff of fighting and then backing out leaving Norway with a war on her hands." "I think most of us believe that the Norwegians are a home-loving people similar to those Americans living in New England. We love to travel there and think of them always as a prosperous and industrious group of people. I think that our feelings are much deeper and more sincere than towards any of the other countries you mentioned." General opinion seems to hold, however, that pity for Norway is no greater than for other countries, and that contributions would be made on the part of the general public only to a fund which would provide for all blitzkrieged countries.

Labor

Fully in sympathy with Norway, whose invasion showed that Hitler "was definitely on the march", and showed that the United States was much nearer the danger zone. Real hatred for Hitler in many quarters was aroused only after the invasion of Norway, which Americans loved. Feeling that it would be "extremely easy" to build up an American

public attitude towards helping Norway, though there is the belief that the real need is for a war chest for all war-torn countries, including Norway.

Church Leaders and Educators

Sympathy exists here for all invaded nations, tempered by the belief that they pushed themselves into this mess, and refused to be helped when other powers were willing. Arousing active sympathy for Norway involves making a case for a people stigmatized as "quitters", always a difficult problem, with the added hazard of public opinion against the possibility of relief funds escaping Nazi hands. "Perhaps if a plan were developed to aid rehabilitation of refugees in the Americas, South, Central, and North, with American funds, it would find favor."

Women

Deeply sympathetic towards Norway as towards all invaded countries, women feel "the invasion of Norway is an awful example of what can happen when a people are betrayed by their own people and leaders." There is a strong feeling that "very little effort would be needed to build up sympathy for the Norwegians...Americans with democratic traditions would readily respond and see the justification of reestablishing the Norwegians as an independent

people free of Nazi domination." These women believe that an able publicity organization could promote the scheme of fund raising along the lines of the Finnish relief program.

Media Leader Views

Newspaper

Active sympathy for Norway. "This invasion puts Germany within striking distance of Scapa Flow and brings the war home closer to us. The unfairness of invasion by a strong power against a helpless nation boils the blood." Another one says, "It was a dirty trick, and Americans respond when a dirty trick is pulled on anyone who is not in a position to thwart it. Norway needs somebody's help now because its desperate attempt to keep the peace alienated many Scandinavians during the Finnish crisis. Therefore, Norway cannot look for aid to its own racial neighbours, and we who know Norway was merely a pawn in the game of world politics and are ourselves equally anxious to keep the peace, should be responsive to an appeal for Norway. We are the only nation in the world now that Norway can turn to. Other German conquests had full knowledge of their imminent doom; Norway was invaded without warning, and subjected to the most dastardly tactics known to man: betrayal from within as well as from without."

Radio

With no more sympathy for Norway than for other invaded nations, radio opinion seems to feel that we should look out for American interests, and let Secretary of State Hull "handle the entire situation. If he feels that we should give help, armed or financial, to any nation, I'm behind him. Otherwise, I say stay home and let them stew in their own juice." Feels, however, that there is probably a good chance for building public sentiment for Norway, if sympathy is well aroused by contact with Norwegian-American officials and by use of newspapers and radio.

Cogent Suggestions for Developing Favorable Attitude

Program of publicity, including radio and newspaper campaigns, was suggested by most of those questioned, with few specific ideas for making this more effective. One suggestion was for benefit concerts and dances on the scale of the President's Birthday Ball. Another was for personal contacts with Norwegian-American officials. One man suggested taking Sonja Henie on tour to arouse sympathy for her countrymen.

POSSIBILITIES FOR RAISING FUNDS

Group Leader Views

As a whole, Massachusetts groups express deep sympathy for the plight of Norway, and indications are that a campaign for raising Norwegian relief funds would stand a good chance of success in the state. However, through all these reports of interviews with group leaders in the state, there is an undertone of doubt about relief funds reaching proper source for distribution in Norway. Too, there is much concern about our possible involvement in war through such expressions of sympathy for the Allies. It is also pointed out by a prominent citizen of Boston that such a relief program as that proposed for Norway is already in operation in Boston. Whether this program will extend to state-wide proportions is not known at this time.

Media Leader Views

Media leaders are sincerely sympathetic toward Norway and indicate a willingness to cooperate with the suggested Norwegian relief movement. The group expresses marked optimism as to the possibility of exciting public interest in the plight of Norway and in the ultimate success of a Norwegian relief fund.

M I C H I G A N

MICHIGAN

Population (Thousands)	4,842.3
Percent White	96%
Percent of U.S. Total	3.9441%
Families, Total No. (Thousands)	1,180.6
Percent Owning Homes	59%
Dwellings, Total No. (Thousands)	1,018.8
Total Employees	922,845
Wages Paid (Thousand dollars)	1,209,841
Individual Income Tax Returns, 1934, Total No.	135,189
Net Incomes below $1000, No.	14,796
Net Incomes $1000-$3000, No.	83,594
Net Incomes $3000-$5000, No.	24,720
Net Incomes $5000-$10,000, No.	8,695
Net Incomes over $10,000, No.	3,384
Individual Income Tax Returns, 1935, Total No.	177,331
No. per 1000 persons	37
Passenger Automobiles Registered, 1936, No.	1,200,697
No. per 100 families	102
Families with Radios, 1938, Total No.	1,122,200
No. per 100 families	95
Residential Telephones, 1936, Total No.	370,679
No. per 100 families	31
Domestic Electric Meters, 1930, Total No.	932,982
No. per 100 families	79
Circulation of 12 National Magazines, 1937	1,321,336
No. per 100 families	112
Circulation of 6 General Magazines, 1937	597,718
Circulation of 6 Women's Magazines, 1937	723,618
Farms, 1935, Value (Thousand dollars)	826,261
Value per farm (dollars)	4,205
Total population of Norwegian descent	23,117
Norwegian born population in Michigan	7,201
Total population of Swedish descent	68,577
Swedish born population in Michigan	23,905
Total population of Danish descent	20,507
Danish born population in Michigan	7,210
Total population of Finnish descent	74,229
Finnish born population in Michigan	27,022

Radio Stations Accepting Foreign Language Programs: WBCM WHDF WJBK WMBC WJMS WIBM WMPC WDMJ WKBZ WEXL

Norwegian and Danish Newspapers: None

ANALYSIS OF ATTITUDE AND OPINION IN MICHIGAN

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Michigan

There was a general expression of sympathy and the opinion that Norway had been the innocent victim of unjstified aggression. In no case did any except those of Norwegian descent feel differently toward Norway than toward any of the small countries invaded by Germany. Norwegian-American women in Detroit have already organized a local relief campaign.

Group Leader Views

Business

The business leaders interviewed all expressed sympathy with Norway and felt that that sympathy was probably universal throughout the country. Their attitude was based on the confidence which the integrity of Scandinavian countries has inspired, and the belief that they have developed the best form of democracy outside of America. Their sympathy had also been aroused through opposition to the methods used against Norway. One leader felt that while Germany had some slight excuse for the invasion of Czechoslovakia, Austria and Poland, the Norwegian invasion was entirely without moral justification.

Labor

Labor is in sympathy with Norway as with the other

invaded nations, because it is felt that she has been the victim of an unwarranted assault. They believe Norway is entitled to the moral support of the democratic countries.

Educators

Sympathy was again expressed with the feeling that Norwegians "were victims of a bandit", as were the other invaded countries. It was felt that the general attitude of the country is favorable to a free and independent Norway.

Women

The Norwegian-American Women's Club of Detroit has already started a drive in that city for relief funds. Leaders of that Club were interviewed and some of their plans are summarized below under the heading "Possibility for Raising Funds". The other women interviewed were sympathetic toward the Norwegians because of general admiration for the country and because they felt that Norway had been imposed upon "by a bully." Their attitude toward Norway was no different from that toward the other small invaded neutrals.

Media Leader Views

Newspaper

Newspaper people felt that 99% of Americans are

sympathetic toward Norway because they "feel sorry for anyone slugged in an alley." Here, too, the attitude was the same toward all invaded countries.

Radio

The spokesman for radio felt that "Norwegians have favorable American public opinion, though they were fools not to let the British enter their country in the first place." "Any country overrun by Germany is to be sympathized with."

Cogent Suggestions for Developing Favorable Attitude

It was felt by several of those interviewed that local groups could best do the job with perhaps a central committee.

It was felt that someone should get the truth about what is now going on in Norway; the control of the country by German secret police, the need for relief, Norwegians deprived of their livelihood, schools closed, etc. This should be published factually and pictorially through posters, sign-boards, placards, personal letters, meetings of Scandinavian groups, photographs of such things as destruction of buildings and homes, homeless people and bombed children.

The man who had directed Finnish relief activities was consulted on methods of publicity. He felt that the organizational set-up of that campaign was ideal.

He suggested that even though fighting has all but ceased in Norway, the distress of the people during air attacks and their lack of food could be used as a basis for appeal. Their publicity played on indignation and admiration, and he suggested that to those might be added the American sense of fair play. He felt that in this case there must be overcome the feeling that the Norwegians did not do much for themselves. The Finnish committee had great success with letters - using a mailing list furnished by the Board of Commerce. Their best appeal was a drawing of a mother and child, and in this case pictures of blond, blue-eyed Norwegian children might be used. The leaders of the Norwegian-American Women's Club suggested the use of photographs, news stories and posters. There should be films and talks emphasizing the natural beauty of Norway and its progressiveness as a nation. Mention should be made of such factors as short hours for laborers, old age pensions, unemployment, compensation, hospitalization, absence of slums, etc.

POSSIBILITIES FOR RAISING FUNDS

Almost all of those interviewed who were not of Norwegian descent felt rather strongly that all European relief activities should be coordinated under one organization, such as the Red Cross. As it is, there

are so many similar groups active that people are becoming annoyed at the time and effort it takes to listen to all of the various appeals. One leading business man felt that it was probable that the local community chest would have difficulty in filling its quota this fall because of these other demands. It was felt that there must be overcome a feeling that relief might help the Germans instead of the native civilians.

The Norwegian-American Women's Club recently organized, has set a $10,000.-goal for civilian relief and rehabilitation. Solicitation will be by letter sent to manufacturers, people in the social register, members of women's clubs, etc., and by cannisters placed in buildings, stores and cafes. There will be no house-to-house canvass. Sewing and handicraft groups will offer their work at a bazaar. There will be meetings with music, talks and films.

M I N N E S O T A

MINNESOTA

Population (Thousands)	2,564.
Percent White	99%
Percent of U.S. Total	2.0883%
Families, Total No. (Thousands)	606.5
Percent Owning Homes	59%
Dwellings, Total No. (Thousands)	542.1
Total Employees	299,655
Wages Paid (Thousand dollars)	336,982
Individual Income Tax Returns, 1934, Total No.	65,242
Net Incomes below $1000, No.	5,667
Net Incomes $1000-$3000, No.	40,858
Net Incomes $3000-5000, No.	12,470
Net Incomes $5000-$10,000, No.	4,524
Net Incomes over $10,000, No.	1,723
Individual Income Tax Returns, 1935, Total No.	73,248
No. per 1000 persons	29
Passenger AutomobilesRegistered, 1936, No.	615,465
No. per 100 families	101
Families with Radios, 1938, Total No.	556,900
No. per 100 families	92
Residential Telephones, 1935, Total No.	318,551
No. per 100 families	53
Domestic Electric Meters, 1930, Total No.	373,670
No. per 100 families	62
Circulation of 12 National Magazines, 1937	682,659
No. per 100 families	113
Circulation of 6 General Magazines, 1937	281,690
Circulation of 6 Wimen's Magazines, 1937	400,969
Farms, 1935, Value (Thousand dollars)	1,383,072
Value per farm (dollars)	6,803
Total population of Norwegian descent	267,912
Norwegian born population in Minnesota	71,562
Total population of Swedish descent	270,773
Swedish born population in Minnesota	90,623
Total population of Danish descent	46,220
Danish born population in Minnesota	13,831
Total population of Finnish descent	60,610
Finnish born population in Minnesota	24,306

Radio Stations Accepting Foreign Language Programs:

KATE WEBC KGDE WMFG WCAL WLB WMIN
WTCN KVOX KROC KFAM WHLB.

Norwegian and Danish Newspapers: DET DANSKE BRODERSAM FUNDS BLAD (Danish)-(English) Monthly Publ. in Askov.
SKANDINAV (Norwegian-English) - Weekly. Publ. in Duluth.
BRODER-BAANDET (Norwegian)-S.-Monthly. Publ. in Fergus Falls.
LUTHERANEREN (Norwegian)-Weekly. Publ. in Minneapolis.
SONNER OF NORGE (Norwegian-English)-Monthly. Publ. in Minneapolis.
DANSKE UGEBLAD (Danish)-Weekly. Publ. in Tyler.

ANALYSIS OF ATTITUDE AND OPINION IN MINNESOTA

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Minnesota

Latent sympathy for Norway must be aroused by dispelling existing ignorance regarding Norway's death-struggle to preserve her freedom, her depredations at the hands of her invaders, and the real suffering and misery these invaders have left in their wake. If Scandinavian feeling can be kindled to the point of flaming into action, the non-Scandinavian population of cities and communities where Norwegians are highly regarded will follow their lead. Biggest ace-in-the-hole for Norwegian sympathy-arousers is the fact that Norway's democratic, peace-loving government is a microcosm of our own. "If indignation could restore Norwegian freedom", says one, "there wouldn't be a German left in that country."

Group Leader Views

Business

On the whole, a very sympathetic attitude. "The power had no right," says one big business man, "to make a battlefield out of the peaceful little country of my ancestors." Except for Scandinavian groups, however, opinion towards Norway as distinct from other

small nations is uncrystallized. However, "people will think the same as large Norwegian groups in this area." General belief that Minnesota is a "fertile field" for Norwegian independence publicity. Attitude to be overcome is feeling that home problems are too urgent to permit expenditure of money or energies abroad.

Labor

The large number of Scandinavian national workers means that the bulk of labor opinion is flamingly pro-Norway, although labor leaders themselves are not so sure that "the resourceful Norwegians" need help as much as other less competent nations.

Church and Educator

Opinion of educators, supported by their students, is definitely sympathetic towards Norwegian independence. Sentiment is crystallized as to illegality of invasion, with no question of racial minority to justify action. Imperialistic war should have been fought on the soil of the powers involved. Students and their teachers give high rating to possibility of building up public opinion for a free Norway.

Scandinavian pastors are sure that their groups would support such a movement, while non-Scandinavian church-people, speaking for themselves and not for their congregations, assert their concern, sympathy and support.

Women

Most emotionally concerned of all the groups, the women of Minnesota assert vociferously that "Germany violated everything that was decent by taking this small nation"; "Every civilized person is shocked at what has happened." They feel that Minnesota should be especially favorable for building up a movement to make Norway independent. Scandinavian women feel that the active sympathy which exists in their groups must be infused into non-nationals through news stories and more complete information on plight of Norway. There is considerable sentiment that now is a good time for a campaign, somewhat contradicted by the recurring view that there is no hope for Norwegian freedom until the end of the war. However, with the predominant view in favor of immediate action, it seems probable that well-organized publicity could dispel this despondency.

Media Leader Views

Newspaper

Newspaper people seem most aware of the lack of

crystallization of a public attitude towards Norwegian independence, and the necessity for the primary impulse towards this crystallization on the part of Scandinavian groups. Most sentient of the fact that the public is disposed to inertia after the barrage of sympathy-getting appeals, yet they say they are ready and willing to support such a campaign as that proposed.

Radio

Radio opinion is sympathetic towards Norway, "dealt with treacherously by both Germany and the Allies", "a victim of mean military strategy", though it inclines to the view that most public sentiment is directed indiscriminately towards all "Blitzkrieged" countries. Impulse towards particularization of this feeling must come from Scandinavian groups. "There is no apathy towards Norway", says one radio man, "only ignorance."

Cogent Suggestions For Developing Favorable Attitude

Pictures, radio, and news-stories are mentioned most often. Emphasis is laid upon the fact that the publicity-stories, to be effective, must have some sort of specific local tie-up. One such suggestion mentions stories dealing with what has happened to the birthplaces of prominent Norwegians living in this country. The importance

of a "personality" push is stressed, with such widely divergent nominations for the post as Shirley Temple and the Crown Prince and Princess. Entertainment of a traditionally Norwegian sort is suggested: i.e., Kaffee-Klatches and smorgasbords.

POSSIBILITIES FOR RAISING FUNDS

The predominant attitude towards raising a fund for Norwegian relief is one of willingness to help, impeded by the fear expressed by a publicity worker: "Most of them would like to help, but are wondering if the funds would go directly to the Norwegians. They are anti-Nazi, and wouldn't want any American money to buy bullets to shoot up more neutral nations." Over and over this attitude finds expression, and the objection it raises is a vital one. Some assurance must be given that every cent of the money raised will go directly to the sufferers and not to the invaders. With this guarantee, fund-raising in Minnesota seems to stand a good chance of being successful.

D U L U T H
(St. Louis County)

DULUTH
(St. Louis County)

Population (Thousands)	204.6
Percent White	99%
Percent of U.S. Total	.1666%
Families, Total No. (Thousands)	46.8
Percent Owning Homes	60%
Dwellings, Total No. (Thousands)	41.1
Total Employees	27,445
Wages Paid (Thousand dollars)	31,238
Individual Income Tax Returns, 1934, Total No.	5,378
Net Incomes below $1000, No.	493
Net Incomes $1000-$3000, No.	3,235
Net Incomes $3000-$5000, No.	1,111
Net Incomes $5000-$10,000, No.	400
Net Incomes over $10,000, No.	139
Individual Income Tax Returns, 1935, Total No.	6,254
No. per 1000 persons	31
Passenger Automobiles Registered, 1936, No.	38,860
No. per 100 families	83
Families with Radios, 1938, Total No.	45,600
No. per 100 families	98
Residential Telephones, 1935, Total No.	21,240
No. per 100 families	45
Domestic Electric Meters, 1930, Total No.	39,439
No. per 100 families	84
Circulation of 12 National Magazines, 1937	61,612
No. per 100 families	132
Circulation of 6 General Magazines, 1937	26,339
Circulation of 6 Women's Magazines, 1937	35,273
Farms, 1935, Value (Thousand dollars)	18,019
Value per farm (dollars)	2,275
Total population of Norwegian descent	11,732
Norwegian born population in Duluth	4,163
Total population of Swedish descent	16,968
Swedish born population in Duluth	6,489
Total population of Danish descent	952
Danish born population in Duluth	324
Total population of Finnish descent	6,178
Finnish born population in Duluth	3,040

Radio Station Accepting Foreign Language Programs: WEBC

Norwegian and Danish Newspapers: SKANDINAV - (Norwegian & English) - Weekly. Published in Duluth.

ANALYSIS OF ATTITUDE AND OPINION IN DULUTH

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion In Duluth

Education to show Norway's need is essential. Non-Scandinavian groups in Duluth will follow the lead of important Norwegian elements after these come to the fore. The consensus in Duluth is indicated by the following statement: "There is no apathy, only ignorance!"

Group Leader Views

Business

The opinion of business leaders is, as yet, unformulated, except that sympathy exists for Norway as for any democratic nation. The only difference in attitude between that towards Norway and other invaded countries is to be found within the nationality groups, and particularly within Norwegian factions. "People will think the same as large Norwegian groups in this area", says one important business man. Lack of knowledge alone seems to be responsible for whatever slight apathy exists.

Labor

All groups are extremely sympathetic towards Norway, led as they are by large Scandinavian factions.

Church and Educators

It is the belief of many groups that Norway "sold out" to Germany, due largely to the Leland Stowe stories. However, a Norwegian pastor believes that his own group would wholeheartedly support a Norwegian drive, and that other groups would follow that lead. The general feeling is that only Scandinavian nationality groups are as yet actively interested in Norway as distinct from other conquered small nations.

Women

Scandinavian women feel that sympathy already exists in their own groups, but that others must be educated up to a definite opinion towards Norway as distinct from other invaded countries, through news stories and more complete dissemination of information regarding life in Norway, before and after the conquest. Other groups are at present more interested in helping Norway through such general relief agencies as the Red Cross.

Media Leader Views

Newspapers

Although there is sympathy for Norwegian democracy, a definite public attitude is not yet crystallized, due to lack of news stories on Norwegian suffering. This attitude will be influenced largely by the support and activity of Norwegians where attention is focused chiefly on Norway. Except for Scandinavian groups, public attention is centered more upon those countries whose relief is felt to be a more urgent problem. "More information on Norway is desperately needed," particularly on the fact that Norway is still fighting for her liberty and freedom; that she has not given up the fight.

Radio

Norwegian groups are actively sympathetic; other groups are ignorant. There is great need to combat the feeling that the Norwegians gave up without a struggle and to convince the public that they highly prize the democracy they have lost and are still fighting to regain it.

Cogent Suggestions For Developing Favorable Attitude

As expressed above, all opinion seems to point to the necessity of additional information on conditions

in Norway. Human interest stories which stress the importance of Norway as a democracy will help to dispel the general ignorance.

POSSIBILITIES FOR RAISING FUNDS

Group Leader Views

An analysis of group leader opinion in Duluth shows that Norwegian-American groups will actively support a fund campaign and since these groups form a large part of Duluth population and, therefore, influence public attitude, it is logical to suppose that a relief drive for Norway will meet with success in this area.

Media Leader Views

Here again opinion indicates that Norwegians in Duluth will support a relief fund for Norway and that public sentiment will follow the dictates of these groups. There is however, some doubt as to funds reaching proper agencies in Norway.

M I N N E A P O L I S
(Hennepin County)

MINNEAPOLIS
(Hennepin County)

Population (Thousands)	517.8
Percent White	99%
Percent of U.S. Total	.4217%
Families, Total No. (Thousands)	130.0
Percent Owning Homes	50%
Dwellings, Total No. (Thousands)	100.1
Total Employees	109,062
Wages Paid (Thousand dollars)	138,527
Individual Income Tax Returns, 1934, Total No.	27,098
Net Incomes below $1000, No.	1,703
Net Incomes $1000-$3000, No.	17,547
Net Incomes $3000-$5000, No.	4,959
Net Incomes $5000-$10,000, No.	1,977
Net Incomes over $10,000, No.	912
Individual Income Tax Returns, 1935, Total No.	30,831
No. per 1000 persons	60
Passenger Automobiles Registered, 1936, No.	128,896
No. per 100 families	99
Families with Radios, 1938, Total No.	128,770
No. per 100 families	99
Residential Telephones, 1935, Total No.	81,584
No. per 100 families	63
Domestic Electric Meters, 1930, Total No.	121,408
No. per 100 families	93
Circulation of 12 National Magazines, 1937	221,027
No. per 100 families	170
Circulation of 6 General Magazines, 1937	102,013
Circulation of 6 Women's Magazines, 1937	119,014
Farms, 1935, Value (Thousand Dollars)	34,366
Value per farm (dollars)	7,310
Total population of Norwegian descent	49,409
Norwegian born population in Minneapolis	15,492
Total population of Swedish descent	70,463
Swedish born population in Minneapolis	24,866
Total population of Danish descent	7,416
Danish born population in Minneapolis	2,418
Total population of Finnish descent	3,614
Finnish born population in Minneapolis	1,154

Radio Stations Accepting Foreign Language Programs: No Norwegian or Danish programs in Minneapolis.

Norwegian and Danish Newspapers: LUTHERANEREN - (Norwegian & English) - Wkly. Published in Minneapolis, Minn.
SONNER OF NORGE - (Norwegian & English) - Published in Minneapolis, Minn.

ANALYSIS OF ATTITUDE AND OPINION IN MINNEAPOLIS

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Minneapolis

Public opinion, comprising all groups in Minneapolis expresses itself in deep sympathy for Norway and her plight. Indications are that all groups will cooperate in helping Norway to regain her position among free and independent nations.

Group Leader Views

Business

There is some feeling among business people that "badly balanced national books should be set straight before we attempt to straighten out the affairs of other nations". But there is also belief that a good possibility exists for building a favorable attitude in this country for Norwegian independence. All opinion is willing to support a program towards freeing Norway.

Labor

Labor is very sympathetic to the Norwegian cause, largely because of the great number of Scandinavian descent workers.

Educators

There is considerable sympathy and regret for what has happened in Norway, with vehement feeling that Norwegian neutrality should not have been violated. An imperialistic war should be fought on the soil of the powers involved, is the feeling of university students and their professors, who give high rating to the possibility of building up favorable attitude for a free and independent Norway.

Women

Deepest sympathy exists in this group, with the often-expressed feeling that "Germany violated everything that was decent by taking this small nation." "Every civilized person is shocked at what has happened to Norway." "Norway got a dirty deal." Women believe that Minnesota should be especially favorable for building up a movement to make Norway independent. This seems to them a good time for launching a campaign for Norwegian freedom.

Media Leader Views

Newspaper

Publicity and newspaper people feel that a great wrong has been done to Norway, and the high incidence of Norwegian population in this part of the country makes this particularly vivid. It is the opinion of some newspapers that home problems need to be taken care of first, but even these newspapers have the general impression that the people of Minnesota favor, and will support, a movement towards independence for Norway.

Radio

Radio opinion is extremely sympathetic towards Norway, "dealt with treacherously by both Germany and the Allies", "a victim of mean military strategy". Though feeling that a central agency like the Red Cross is better equipped to carry on real relief work, radio people would be willing to help in any way possible.

COGENT SUGGESTIONS FOR DEVELOPING FAVORABLE ATTITUDE

Radio, pamphlet and newspaper promotion should be effective, all groups feel. This promotion should certainly include well written human interest stories on Norway, with a strong local tie-up. The following

suggestions by a prominent labor leader seem to have particular cogency:

"Any promotion campaign would have to show why the Norwegians need help. If they need money, how much and specifically what for. You can't get a man who lays bricks five months a year and is himself often in need, to be sympathetic to another unless you show what's happened to him. If you can show the bricklayer a picture of a man whose house has been completely wrecked and has no way of rebuilding it, he knows from his own experience that bricklaying costs money, and that materials cost money, and he's more apt to help. Case histories would have to be very personal and very graphic. You'd have to bring the need right down to the individual case of John Sorenson, and not up around Herbert Hoover's ears.

"If I had the job to do I'd start the campaign with a smash radio program with the biggest names in radio giving the come-on. People take almost a personal interest in radio and movie personalities, and if Fred Allen and Sonja Henie and Shirley Temple ask people to dig into the old sock, they'll dig. If they can't dig, at least they'll be conscious that a tremendous

need exists. I'd then follow up that big name smash with local programs on every small radio station. Radio can do the job quicker than any other medium. I'd hit the women daytime with recipes for Norwegian food and work in the home life of Norwegian families. I'd hit the children, because we've found how valuable and accumulation of pennies can be. We work a great deal in pennies and nickels. I'd center the campaign in the nation's biggest center of Norwegian leadership, so that the most prominent Norwegian-Americans would be working with me, ready to hit the air day and night as often as I could beg time from a local station or network. I'd let the people know what my goal was, and give them daily reports on its progress. I'd also prove beyond refute that the funds collected were going to reach the real Norwegian people, and not fall into Nazi hands. With a smash handled entirely by radio I think such a campaign could be put over in a short while."

POSSIBILITIES FOR RAISING FUNDS

Group Leader Views

A well planned publicity campaign, including a direct mail appeal to every Norwegian, would dispel whatever

apathy exists and should prove extremely successful in raising funds.

Media Leader Views

This is good ground for raising Norwegian relief funds. Media Leaders feel that there is a strong desire to help, provided those who donate can be sure that the money will go directly to the Norwegians themselves. One opinion states that funds should be handled through local, rather than through national, agencies.

S T. P A U L, M I N N.
(Ramsey County)

ST. PAUL, MINN.
(Ramsey County)

Population (Thousands)	286.7
Percent White	98%
Percent of U.S. Total	.2335%
Families, Total No. (Thousands)	71.2
Percent Owning Homes	52%
Dwellings, Total No. (Thousands)	56.5
Total Employees	64,437
Wages Paid (Thousand dollars)	73,113
Individual Income Tax Returns, 1934, Total No.	14,516
Net Incomes below $1000, No.	1,010
Net Incomes $1000-$3000, No.	9,346
Net Incomes $3000-$5000, No.	2,601
Net Incomes $5000-$10,000, No.	1,115
Net Incomes over $10,000, No.	444
Individual Income Tax Returns, 1935, Total No.	16,280
No. per 1000 persons	57
Passenger Automobiles Registered, 1936, No.	67,700
No. per 100 families	95
Families with Radios, 1938, Total No.	71,650
No. per 100 families	101
Residential Telephones, 1935, Total No.	45,229
No. per 100 families	63
Domestic Electric Meters, 1930, Total No.	64,790
No. per 100 families	91
Circulation of 12 National Magazines, 1937	118,576
No. per 100 families	166
Circulation of 6 General Magazines, 1937	56,122
Circulation of 6 Women's Magazines, 1937	62,454
Farms, 1935, Value (Thousand dollars)	6,866
Value per farm (dollars)	5,476
Total population of Norwegian descent	12,437
Norwegian born population in St. Paul	3,414
Total population of Swedish descent	25,430
Swedish born population in St. Paul	8,404
Total population of Danish descent	3,821
Danish born population in St. Paul	1,164
Total population of Finnish descent	318
Finnish born population in St. Paul	87

Radio Stations Accepting Foreign Language Programs: WLB WMIN WTCN

Norwegian and Danish Newspapers: None

ANALYSIS OF ATTITUDE AND OPINION
IN
ST. PAUL

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in St. Paul

On the whole, there seems to be rather more sympathy with the Norwegian cause in St. Paul than in the other Twin City. All groups, though they may have specific objections on minor points, seem to feel great pity for, and interest in, the situation in Norway.

Group Leader Views

Business

Sympathy runs high for Norway in business groups, and all leaders express the opinion that the consensus supports their attitude. Sympathy for Norway here is slightly greater than for other invaded countries, because of personal Scandinavian relationships. One man says, "There are fertile opportunities in this part of the nation for creating interest in a regained Norwegian independence." And another: "If indignation could restore Norwegian freedom, there wouldn't be a German left in that tiny country."

Church Leaders and Educators

Educational leaders are extremely sympathetic, as are students, towards Norway today, because of Norway's democratic, peace-loving record and her present "bad deal." "Public opinion is running high towards Norwegian independence" - more so than for other countries because of large Scandinavian population.

Women

On the whole, intensely sympathetic towards Norway, more so than towards other small countries, because of personal ties. Chances of arousing strong opinion in favor of Norwegian independence via radio and press seem on the whole very good, although "Norwegian nationalism will have to be rekindled."

Media Leader Views

Newspaper

There is an attitude of helpfulness towards Norway throughout the Northwest, since people feel that a neutral country should be allowed to remain unmolested. The soil is fertile for building a favorable public attitude towards Norway. The feeling that Norwegians did not help themselves after the invasion must be combatted. There is

also the feeling that the public is getting a little fed up with the European situation and the constant appeal for money. On the whole, the press is the least optimistic but will support any campaign that it launched.

Radio

There is a sympathetic attitude towards any small country that needs help. In the case of the radio people interviewed, this sympathy was not specifically directed towards Norway, although they do favor Norwegian independence.

Cogent Suggestions For Developing Favorable Attitude

It was suggested that bringing back the Crown Prince and Princess and arranging coffee parties would be good publicity. They felt that tying in locally-known people with Norway would be an important technique -- for example, Knute Rockne was known throughout the nation as a football coach and hero; a story could be written about what has happened to his birthplace in Norway. Use of radio campaigns and newspaper stories with local tie-ups would be most helpful in building attitude.

POSSIBILITIES FOR RAISING FUNDS

Group Leader Views

"Students are ready to get up and go" for Norway, although there is some feeling that a general campaign for all invaded countries would have more chance of succeeding. "Norwegian nationalism would have to be rekindled", but, with this accomplished through local radio campaigns and feature articles in newspapers, other groups will probably follow suit in contributing. A large public demonstration of a dignified nature might help to raise funds, although, because of the natural reserve of the Norwegian Lutherans, any entertainment would have to be of subdued nature. Radio Station WCAL from St. Olaf College, outstanding Norwegian university in the nation, could be used effectively. There is a belief that prominent Norwegian citizens in the Twin Cities should handle all funds.

Media Leader Views.

These people felt that possibilities for raising funds are very good.

M I S S O U R I

MISSOURI

Population (Thousands)	3,629.4
Percent White	94%
Percent of U.S. Total	2.9561%
Families, Total No. (Thousands)	939.5
Percent Owning Homes	50%
Dwellings, Total No. (Thousands)	809.4
Total Employees	491,947
Wages Paid (Thousand dollars)	549,645
Individual Income Tax Returns, 1934, Total No.	95,356
Net Incomes below $1000, No.	9,093
Net Incomes $1000-$3000, No.	59,895
Net Incomes $3000-$5000, No.	15,988
Net Incomes $5000-$10,000 No.	7,147
Net Incomes over $10,000, No.	3,233
Individual Income Tax Returns, 1935, Total No.	112,357
No. per 1000 persons	31
Passenger Automobiles Registered, 1936, No.	632,899
No. per 100 families	67
Families with Radios, 1938, Total No.	822,800
No. per 100 families	88
Residential Telephones, 1935, Total No.	396,998
No. per 100 families	42
Domestic Electric Meters, 1930, Total No.	551,903
No. per 100 families	59
Circulation of 12 National Magazines, 1937	714,011
No. per 100 families	76
Circulation of 6 General Magazines, 1937	306,141
Circulation of 6 Women's Magazines, 1937	407,870
Farms, 1935, Value (Thousand dollars)	1,099,281
Value per farm (dollars)	3,948
Total population of Norwegian descent	2,434
Norwegian born population in Missouri	575
Total population of Swedish descent	13,371
Swedish born population in Missouri	3,895
Total population of Danish descent	5,332
Danish born population in Missouri	1,497
Total population of Finnish descent	229
Finnish born population in Missouri	100

Radio Stations Accepting Foreign Language Programs: KFRU KWOS KMBH WHB KFUO KXOK WEW

Norwegian and Danish Newspapers: None

ANALYSIS OF ATTITUDE AND OPINION IN MISSOURI

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Missouri

Though strongly sympathetic, the general feeling is against any distinction being made in favor of Norway. There is an inclination to group all invaded nations as being equally deserving of sympathy. There is no visible evidence that any attempt to arouse public sentiment would be successful. Time not considered auspicious in face of current invasions.

Group Leader Views

Business

Divided expression of sympathy. General belief is that little can be done at this time. Feels that no distinction can be made between Norway and other "subjugated democracies." Doubts if public sentiment could be aroused sufficiently, as "Norway now is off the front page." (One feels that Norway's betrayal from within, gave "a black eye for democracy generally.")

Labor

Strongly sympathetic but makes no distinction between Norway and other nations "overrun by Hitler." Believes that though a definite sympathy for Norway

already exists, public opinion could not be intensified.

Church Leaders and Educators

Though sympathetic, do not believe there is any difference between Norway and other invaded peoples. Doubt that the existing favorable attitude toward Norway could be appreciably heightened.

Media Leader Views

Newspaper

Sympathetic, but not particularly toward Norway as an individual state. Believe that any attempt to arouse public sentiment for Norway would be unsuccessful at this time. Growing fear that U. S. will become involved, makes a new invasion merely an "anti-climax."

Radio

Strongly sympathetic, but believe that all invaded neutrals deserving of equal attention. Feel that the only time to exert powerful public opinion would be just before peace negotiations.

Cogent Suggestions For Developing Favorable Attitudes:

Best methods of promotion believed to be through Norwegian-Americans using newspaper and magazines and talks to clubs and groups. Publicizing specific stories with emphasis of individual problems would establish a personal bond. Stories and

pictures contrasting the democratic institutions with totalitarian life would be effective. Labor would respond to direct emotional appeal.

POSSIBILITIES FOR RAISING FUNDS

The consensus of opinion was that a relief drive for Norway now would not be successful. Some felt that "the cream was taken off by Finnish relief", and others that the people "are getting sick of relief drives" and still others that Norway has been forgotten. It is suggested that relief activities be coordinated.

N E W Y O R K

NEW YORK

Population (Thousands)	12,588.1
Percent White	97%
Percent of U.S.Total	10.2530%
Families, Total No. (Thousands)	3,153.1
Percent Owning Homes	37%
Dwellings, Total No. (Thousands)	1,735.1
Total Employees	2,486,701
Wages Paid (Thousand dollars)	3,531,712
Individual Income Tax Returns, 1934, Total No.	798,268
Net Incomes below $1000, No.	80,337
Net Incomes $1000-$3000, No.	495,236
Net Incomes $3000-$5000, No.	139,262
Net Incomes $5000-$10,000, No.	53,667
Net Incomes over $10,000, No.	29,766
Individual Income Tax Returns, 1935, Total No.	869,652
No. per 1000 persons	69
Passenger Automobiles Registered, 1936, No.	1,942,894
No. per 100 families	62
Families with Radios, 1938, Total No.	3,132,300
No. per 100 families	99
Residential Telephones, 1935, Total No.	1,308,245
No. per 100 families	41
Domestic Electric Meters, 1930, Total No.	2,999,784
No. per 100 families	95
Circulation of 12 National Magazines, 1937	3,167,264
No. per 100 families	100
Circulation of 6 General Magazines, 1937	1,434,904
Circulation of 6 Women's Magazines, 1937	1,732,360
Farms, 1935, Value (Thousand dollars)	1,045,392
Value per farm (dollars)	5,905
Total population of Norwegian descent	76,522
Norwegian born population in New York	44,882
Total population of Swedish descent	121,503
Swedish born population in New York	61,233
Total population of Danish descent	35,379
Danish born population in New York	17,407
Total population of Finnish descent	27,247
Finnish born population in New York	17,444

Radio Stations Accepting Foreign Language Programs:

WABY	WOKO	WMBO	WNBF	WARD	WBBC	WCNW	WLTH
WVFW	WBNY	WEBR	WENY	WESG	WGBB	WJTN	WBIL
WBNX	WEVD	WOV	WHEC	WSAY	WNBZ	WFBL	WIBX

Norwegian and Danish Newspapers: NORDISK TIDENDE (Norwegian) - Weekly. Publ. in Bklyn.
NORDLYSET (Danish) - Weekly. Publ. in New York City.

ANALYSIS OF ATTITUDE AND OPINION IN NEW YORK STATE

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in New York State

A widespread sentiment of sympathy toward all "blitzkrieged" nations is, as yet, imperfectly crystallized in specific relation to Norway, due to a general ignorance as to how much Norwegians resented the Nazi invasion and how much they are actually suffering under the yoke of the invader. The general belief is that a widespread campaign of public education along these lines would succeed in crystallizing latent sympathy and direct it toward Norway.

Group Leader Views

Business

Suspicious of Norway, because of the "traitorism" in connection with the Nazi invasion, this group believes that only a publicity campaign to show that the Norwegians did not give up without a struggle, and that they are at present in desperate need, would serve to heighten the latent sympathy felt among them for all desecrated democracies, and direct it specifically toward Norway.

City Officials

In this group, too, it is believed that existing sympathy for all invaded countries could be turned more definitely toward Norway by an education campaign to dispel "Trojan Horse" accusations and show proof of real suffering.

Labor

Labor leaders believe that a campaign for moral support based on "getting all the facts from Norway", would succeed. "Let Americans know of conditions", says one prominent leader. "To date, we haven't received much from there."

Women

Sympathy toward "the peace-loving land attacked without cause", is tempered by ignorance as to just what did go on in Norway, and fear that it was "too easy for the Germans to take over Norway". The feeling that we are racially closer to the Norwegians than to the Poles or Czechs, increases the possibility of sympathy-building in favor of an independent Norway.

Media Leader Views

Newspaper

Prevailing sympathetic attitude toward Norway is no stronger than toward other countries "overrun

by aggression", but a publicity campaign might serve to stimulate special interest.

Radio

Sympathy toward Norway exists: "It's a highly cultivated nation and they wanted no part of the war. Through no fault of their own, the Norwegians got mixed up in the mess and they were just out of luck." Doubts whether a campaign for sympathy-building would be much use now when "the world is popping every minute" and there is a new theatre of action in almost every morning's headlines.

Cogent Suggestions For Development Of Favorable Attitude

Group leaders and media leaders, alike, specify an intensive campaign by radio, newspapers and photographs - all to stress the personal, emotional appeal implicit in human-interest pictures and stories.

POSSIBILITIES FOR RAISING FUNDS IN NEW YORK STATE

Group Leader Views

Group leaders are doubtful as to the success of a fund-raising campaign specifically for Norway. Recent developments in Holland, Belgium and France have re-focused public attention on these countries, and on the plight of the Allies as a whole, and it is believed that a general fund, from which all

invaded nations would derive benefit, would be most effective. There is strong fear, too, that "any attempt to help Norway might put funds in others' hands, particularly the Germans." "Big problems" at home would minimize the possibilities of accumulating large sums for relief of any foreign country. It is suggested that sponsorship by "big name" person or non-political group, however, would be invaluable in inaugurating any definite program to aid Norway, if such is to be undertaken.

Media Leader Views

Sponsorship of a highly-regarded public figure might change the present prevalent point-of-view against contributing to any specialized campaign of fund-raising for a particular country to the exclusion of others. Service Club speakers might sway opinion favorably, as might radio campaigns, although one radio man is doubtful whether the networks would again contribute time for money-raising activities.

NORTH DAKOTA

NORTH DAKOTA

Population (Thousands)	680.8
Percent White	99%
Percent of U.S. Total	.5545%
Families, Total No. (Thousands)	145.
Percent Owning Homes	59%
Dwellings, Total No. (Thousands)	137.7
Total Employees	31,011
Wages Paid (Thousand dollars)	30,584
Individual Income Tax Returns, 1934, Total No.	9,099
Net Incomes below $1000, No.	1,586
Net Incomes $1000-$3,000, No.	5,685
Net Incomes $3000-$5000, No.	1,355
Net Incomes $5000-$10,000, No.	399
Net Incomes over $10,000, No.	74
Individual Income Tax Returns, 1935, Total No.	10,680
No. per 1000 persons	16
Passenger Automobiles Registered, 1936, No.	118,463
No. per 100 families	82
Families with Radios, 1938, Total No.	119,600
No. per 100 families	82
Residential Telephones, 1935, Total No.	47,011
No. per 100 families	32
Domestic Electric Meters, 1930, Total No.	48,195
No. per 100 families	33
Circulation of 12 National Magazines, 1937	133,556
No. per 100 families	92
Circulation of 6 General Magazines, 1937	53,013
Circulation of 6 Women's Magazines, 1937	80,543
Farms, 1935, Value (Thousand dollars)	707,139
Value per farm (dollars)	8,358
Total population of Norwegian descent	124,522
Norwegian born population in North Dakota	31,337
Total population of Swedish descent	29,893
Swedish born population in North Dakota	8,470
Total population of Danish descent	10,524
Danish born population in North Dakota	2,936
Total population on Finnish descent	3,331
Finnish born population in North Dakota	873

Radio Stations Accepting Foreign Language Programs:

KDLR WDAY KFJM KRMC KGCU KLPM KOVC

Norwegian and Danish Newspapers: NORMANDEN (Norwegian)-Weekly. Publ. in Fargo.
SKANDINAV (Norwegian-English)-English. Publ. in Grand Falls.

ANALYSIS OF ATTITUDE AND OPINION IN NORTH DAKOTA

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in North Dakota

Though very sympathetic towards Norway's condition, the general feeling is not particularly responsive to an isolated instance of invasion. Popular belief is that support of any campaign would come only from the Scandinavians, little from the general public. The Swedish population in the Dakotas (greater in number than the Norwegians) believes that, despite current invasions, Sweden is the next logical victim. They believe that preparations should be made in anticipation of the impending invasion in the form of an intensive drive for Sweden. Feeling is that a campaign in the Dakotas would not be successful since "the people don't have much money and don't part with it readily." There is a tendency to be suspicious of all drives, summed up by the sentiment "how would we know we had helped." Not very encouraging generally.

Group Leader Views

Business

On the whole, sympathetic, though the feeling is

that only a "cooperative" appeal would be successful. General belief is that only the Scandinavians in the Dakotas would respond to an organized effort. Too many previous campaigns have "taken the cream out of the wheat."

Rural Section

Though sympathetic, believes that any help should extend to all invaded countries. (One feels that any contributions sent to Norway would "fall into Hitlers' hands." Believes that most people would not support any campaign for that reason.)

Women

Not particularly sympathetic. Feels that current invasions are more deserving of sympathy. Believes that previous campaigns have financially exhausted the public. Though desirous of seeing Norway returned to her former independent state, believe that this is not the time to exert public sentiment for Norway.

Media Leader Views

Newspapers

Believe that sympathy is stronger among the Scandinavians than general public. Definite

distinction drawn favoring the North countries over other invaded nations. However, not encouraging about the possibility of building a favorable public attitude among any but the Scandinavian population.

Radio

Feels that the current invasions have completely changed the public point of view. Doubts that any particular sympathy for Norway exists in the Dakotas outside of the Norwegian-American population. Does not believe that any campaign would be successful at this time.

Cogent Suggestions for Developing Favorable Attitude

Direct personal appeals to Scandinavian descendants suggested. Talks and conversations of an intimate, friendly nature considered as most effective means of securing sympathetic attitude.

POSSIBILITIES FOR RAISING FUNDS

The people in this section have little money and there is some doubt that even an all-Scandinavian drive would be eminently successful. Several people expressed the fear that any funds they could send might well fall into the hands of the Germans. One suggested that the Scandinavians in the section

be asked to refrain from going to the movies for two weeks and give that money.

O H I O

OHIO

Population (Thousands)	6,646.7
Percent white	95%
Percent of U.S. Total	5.4137%
Families, Total No. (Thousands)	1,697.9
Percent Owning Homes	54%
Dwellings, Total No. (Thousands)	1,474.9
Total Employees	1,197,814
Wages Paid (Thousand dollars)	1,469,050
Individual Income Tax Returns, 1934, Total No.	206,299
Net Incomes below $1000, No.	18,690
Net Incomes $1000-$3000, No.	130,370
Net Incomes $3000-$5000, No.	37,961
Net Incomes $5000-$10,000, No.	13,403
Net Incomes over $10,000, No.	5,875
Individual Income Tax Returns, 1935, Total No.	250,543
No. per 1000 persons	38
Passenger Automobiles Registered, 1936, No.	1,503,763
No. per 100 families	89
Families with Radios, 1938, Total No.	1,641,500
No. per 100 families	97
Residential Telephones, 1935, Total No.	621,440
No. per 100 families	37
Domestic Electric Meters, 1930, Total No.	1,310,734
No. per 100 families	77
Circulation of 12 National Magazines, 1937	1,823,754
No. per 100 families	107
Circulation of 6 General Magazines, 1937	807,300
Circulation of 6 Women's Magazines, 1937	1,016,454
Farms, 1935, Value (Thousand dollars)	1,277,556
Value per farm (dollars)	5,007
Total population of Norwegian descent	4,713
Norwegian born population in Ohio	1,650
Total population of Swedish descent	19,864
Swedish born population in Ohio	7,390
Total population of Danish descent	6,346
Danish born population in Ohio	2,184
Total population of Finnish descent	12,809
Finnish born population in Ohio	5,663

Radio Stations Accepting Foreign Language Programs:

WADC WICA WSAL WGAR WMAN WPAY WTOL WKBN.

Norwegian and Danish Newspapers: None.

ANALYSIS OF ATTITUDE AND OPINION IN OHIO

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in State

The general feeling is one of sympathy. The invasion of Norway condemned on the ground that it was wholly unjustified. On the whole, a favorable attitude toward Norway, though there is slight distinction made between Norway and other invaded nations. Similarity between Norwegian political concepts and those of other democratic nations stressed. Believes that public attitude is one of sympathy and could be built up.

Group Leader Views

Government Executives

Generally very sympathetic toward Norway. Feel that there was no justification for the invasion of Norway. Tendency to group all invaded countries, though a slight distinction in favor of Norway is made. Point is made that since the Norwegians are not a Germanic people, the invasion was without basis. General belief is that sympathy for Norway already exists and could be further developed.

Labor

Sympathetic attitude, though no distinction made toward other invaded neutrals and Norway. Believes

that a favorable attitude toward Norway does not exist but could be built up.

Women

Attitude one of sympathy. Feel that German intervention in Norway was without justification. In general, more sympathy for Norway than toward other invaded neutrals. Believe.. that public sentiment could be built up.

Media Leader Views

Newspaper

Sympathetic approach. German invasion of Norway condemned but feels equally sympathetic to other invaded countries. Believes that though favorable public sentiment exists, it cannot be built up at this time.

Radio

Very sympathetic. Feels that Norway's invasion was less understandable than other countries since the other neutrals were closer culturally to the Germans. Believes the public attitude is favorable to Norway and could be developed further.

Cogent Suggestions for Developing Favorable Attitude

Pictures and news stories are the mediums believed to have the greatest potential value in molding a favorable public attitude.

PENNSYLVANIA

PENNSYLVANIA

Population (Thousands)	9,631.4
Percent White	95%
Percent of U.S. Total	7.8447%
Families, Total No. (Thousands)	2,235.6
Percent Owning Homes	54%
Dwellings, Total No. (Thousands)	2,009.
Total Employees	1,798,081
Wages Paid (Thousand dollars)	2,045,938
Individual Income Tax Returns, 1934, Total No.	344,020
Net Incomes below $1000, No.	31,473
Net incomes $1000-$3000, No.	220,509
Net Incomes $3000-$5000, No.	59,212
Net incomes $5000-$10,000, No.	22,701
Net Incomes over $10,000,No.	10,125
Individual Income Tax Returns, 1935, Total No.	397,277
No. per 1000 persons	41
Passenger Automobiles Registered, 1936, No.	1,610,473
No. per 100 families	72
Families with Radios, 1938, Total No.	2,206,400
No. per 100 families	99
Residential Telephones, 1935, Total No.	795,428
No. per 100 families	36
Domestic Electric Meters, 1930, Total No.	1,732,843
No. per 100 families	78
Circulation of 12 National Magazines, 1937.	2,078,872
No. per 100 families	93
Circulation of 6 General Magazines, 1937.	888,564
Circulation of 6 Women's Magazines, 1937	1,190,308
Farms, 1935, Value (Thousand dollars)	861,707
Value per farm (dollars)	4,505
Total population of Norwegian descent	6,582
Norwegian born population in Pennsylvania	2,945
Total population of Swedish descent	44,770
Swedish born population in Pennsylvania	16,452
Total population of Danish descent	7,671
Danish born population in Pennsylvania	2,906
Total population of Finnish descent	4,549
Finnish born population in Pennsylvania	2,125

Radio Stations Accepting Foreign Language Programs: WFBG WEST WLEU WHJB WSAJ WKBO WAZL WJAC WGAL WKST WDAS WHAT WPEN WTEL KQV WWSW WEEU WRAW WGBI WPIC WKOK WMBS WBAX WBRE WRAK WORK

Norwegian and Danish Newspapers: None

ANALYSIS OF ATTITUDE AND OPINION IN PENNSYLVANIA

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in State

Unanimous in their "indifference" to Norway at this time, on the basis that current events in Europe has taken the edge off the shock at Hitler's invasion. On the whole, the reaction is unfavorable to Norway. Fear of U.S. involvement, according to general consensus of opinion, would greatly hamper any concerted movement to arouse public sympathy for Norway. There is a definite lack of distinction made between Norway and any other invaded neutral, particularly in view of recent developments in Europe. A great deal of emphasis is given to the need for the U.S. to remain "neutral" and not get "emotionally upset" over the plight of still another "minority". Feeling is strong against any plan to arouse the public sympathy. Believe that Americans have been "milked enough".

Group Leader Views

Business

Antipathetic toward the idea of any expression of "good will" or sympathy. Feels that though Americans would like to see an independent Norway, the "fifth column" activities within that country have weakened Norway's claim for sympathy on ground

of invasion. Against any campaigns to develop a favorable attitude toward Norway. Believes U.S. has had too many.

Labor

Sympathetic toward any invaded country but definitely against any positive demonstration of "good will". Is opposed to the idea of any campaign for Norway. Stresses the need for remaining neutral "emotionally."

Church

Though in sympathy with Norway's present condition, feels that little would be gained at this time by any campaign, particularly in face of new invasions. Norway now a part of a group of conquered nations. Fear of U.S. involvement too strong at this time. Believes that any attempt to single out a particular country for sympathy would be unsuccessful.

Media Leader Views

Newspaper

Indifferent attitude. Makes no distinction between Norway and the other "conquered peoples." Believes that present events in Europe have lessened chance to build a favorable attitude toward Norway.

Radio

Negative reaction. Feels that there is no great difference between Norway and other "subjugated countries," particularly since recent invasions. Believes it would be difficult to develop a public attitude toward Norway at this time.

T E X A S

TEXAS

Population (Thousands)	5,824.7
Percent White	74%
Percent of U.S. Total	4.7442%
Families, Total No. (Thousands)	1,380.1
Percent Owning Homes	42%
Dwellings, Total No. (Thousands)	1,281.9
Total Employees	450,887
Wages Paid (Thousand dollars)	441,901
Individual Income Tax Returns, 1934, Total No.	116,146
Net Incomes below $1000, No.	13,675
Net Incomes $1000-$3000, No.	66,061
Net Incomes $3000-$5000, No.	26,234
Net Incomes $5000-$10,000, No.	8,044
Net Incomes over $10,000, No.	2,132
Individual Income Tax Returns, 1935, Total No.	135,739
No. per 1000 persons	23
Passenger Automobiles Registered, 1936, No.	999,923
No. per 100 families	72
Families with Radios, 1938, Total No.	1,033,500
No. per 100 families	75
Residential Telephones, 1935, Total No.	355,407
No. per 100 families	26
Domestic Electric Meters, 1930, Total No.	545,900
No. per 100 families	40
Circulation of 12 National Magazines, 1937	1,061,732
No. per 100 families	77
Circulation of 6 General Magazines, 1937	485,321
Circulation of 6 Women's Magazines, 1937	576,411
Farms, 1935, Value (Thousand dollars)	2,573,705
Value per farm (dollars)	5,137
Total population of Norwegian descent	5,543
Norwegian born population in Texas	1,490
Total population of Swedish descent	14,365
Swedish born population in Texas	4,077
Total population of Danish descent	4,908
Danish born population in Texas	1,350
Total population of Finnish descent	391
Finnish born population in Texas	180

Radio Stations Accepting Foreign Language Programs: KRBC KRIC KBST KGFI KRIS WRR KDNT KXYZ KPAB KIUN KPAC KABC KONO WOAL KTEM KVIC KRGV

Norwegian and Danish Newspapers: None

ANALYSIS OF ATTITUDE AND OPINION IN TEXAS

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in State

Extremely sympathetic toward Norway. General condemnation of Nazi invasion on ground that it was unwarranted. Slight distinction made in favor of Norway as compared to other invaded countries. Complete accord in belief that public sentiment, already high, could be built up to favor a free Norway.

Group Leader Views

City Officials

Sympathy for "all victims of aggression" though particularly for Norway. Believe advantage was taken of the Norwegians. Feel that any appeals to the public must now be grouped in order to be successful.

Labor

In complete sympathy with Norway. Feels that Germany's invasion was unwarranted. Believes, however, that U.S. should not become involved beyond lending moral support.

Church and Education

Sympathetic on the whole, though general feeling

is that there is little difference between an invaded Norway and other neutrals. Believe that there are unlimited possibilities for generating a favorable public attitude toward Norway.

Women

In complete sympathy towards Norway. Very slight distinction made between Norway's invasion and other countries. Believe that a favorable public attitude could be built.

Media Leader Views

Newspaper

Very sympathetic towards Norway. Condemns Germany's invasion of a peaceful country. Favors Norway in comparison to the other invaded countries because of their "fighting spirit." Believes that the possibilities of building favorable public attitude are good.

Radio

Entirely in sympathy with Norway. Emphatic about need to see Norway's independence restored "even if it means going to war." Believes there are unlimited possibilities for creating favorable public attitude.

Cogent Suggestions for Developing Favorable Attitude

Press, radio and movies, recommended as best

mediums to increase public attitude. Generally agreed that atrocity pictures would not be effective.

W A S H I N G T O N, D. C.

WASHINGTON, D.C.

Population (Thousands)	486.9
Percent White	73%
Percent of U.S. Total	.3966%
Families, Total No.(Thousands)	125.6
Percent Owning Homes	39%
Dwellings, Total No.(Thousands)	84.9
Total Employees	97,178
Wages Paid (Thousand dollars)	127,319
Individual Income Tax Returns, 1934, Total No.	78,613
Net Incomes below $1000, No.	3,289
Net Incomes $1000-$3000, No.	54,453
Net Incomes $3000-$5000, No.	14,689
Net Incomes $5000-$10,000, No.	4,717
Net Incomes over $10,000, No.	1,465
Individual Income Tax Returns, 1935, Total No.	95,714
No. per 1000 persons	197
Passenger Automobiles Registered, 1936, No.	153,482
No. per 100 families	122
Families with Radios, 1938, Total No.	152,900
No. per 100 families	122
Residential Telephones, 1935, Total No.	100,096
No. per 100 families	80
Domestic Electric Meters, 1930, Total No.	104,154
No. per 100 families	83
Circulation of 12 National Magazines, 1937.	266,116*
No. per 100 families	209*
Circulation of 6 General Magazines, 1937.	135,207*
Circulation of 6 Women's Magazines, 1937.	130,909*
Farms, 1935, Value (Thousand dollars)	7,183
Value per farm (dollars).	80,709
Total population of Norwegian descent	761
Norwegian born population in Washington, D.C.	228
Total population of Swedish descent	1,358
Swedish born population in Washington, D.C.	435
Total population of Danish descent	610
Danish born population in Washington, D.C.	229
Total population of Finnish descent	144
Finnish born population in Washington, D.C.	69

Radio Stations Accepting Foreign Language Programs: None

Norwegian and Danish Newspapers: None

*The District of Columbia includes magazine circulation data for Takoma Park, Montgomery County, Maryland.

ANALYSIS OF ATTITUDE AND OPINION IN WASHINGTON, D.C.

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in the District of Columbia

People in Washington, D.C., think in terms of Scandinavia rather than of the individual countries concerned, and tend to classify Scandinavians as "our own" type of people rather than "foreigners". This attitude is apparently formed in the schools and on the basis of news presentations. Leland Stowe publicity has had little effect in modifying opinion. Judging on the basis of Washington opinion, it is quite possible that the most serious single obstacle to a general nation-wide publicity program, either for relief or educational purposes, is the resentment toward special consideration being asked for any one of the Scandinavian groups and not for all.

No antipathy to assistance to Norway was found. Those questioned were apologetic about their lack of knowledge of the effect of the war on the daily life of Norwegians.

It was found that many Senators and Congressmen are preparing speeches and articles to show the importance of contributions made to the development of the United States by Scandinavians. The

growing sentiment in favor of foreign loans found in Washington may have important repercussions.

Group Leader Views

Congressmen and Senators

Congressmen and Senators feel generally that Norway must be helped, but that the American people are not yet awake to that necessity. Congressman Joseph Shannon of Missouri and Senator Henrik Shipstead of Minnesota feel particularly strongly that a long-term educational program is necessary before either Congress or the people take a hand. Congressman Forest Harness of Indiana said, "Use the radio and newspapers. Don't bother us with direct by mail junk." Senator Ernest Lundeen of Minnesota feels that the contributions of all Scandinavians to the development of our country are too little understood by Americans in general. Congressman Joshua Johns of Wisconsin and others mentioned the problem of helping the Norwegians without arousing the antagonism of other Scandinavian nationals. Senator Alexander Wiley of Wisconsin will support only reputable organizations devoted to the interests of Scandinavians.

Other Government Officials

Officials in the Department of Interior, Depart-

ment of State, Department of Commerce and the Treasury agree that an educational program is necessary before very much can be done. Several mentioned that the campaign should be put on a Scandinavian basis rather than a strictly Norwegian one, feeling that at present there is too much duplication of effort. Another feels that helping the Norwegians, who had been "hornswoggled", was a way of giving the Germans something to think about. One of those interviewed feels that support of the bill to provide for the settlement and development of Alaska is of utmost importance to Scandinavians. Frank R. Eldridge, Chief of the Commercial Intelligence Division, Department of Commerce, stated that their Regional Division will cooperate in furnishing economic, resource and commercial data. They are receiving thousands of requests for information from students in high schools and lower grades.

Members of a Neighboring Rural Community

These people would like to know more about the situation and would read anything which would help them clearly to appraise current events.

Leaders in Education

The group of high and grade school teachers of Maryland which was interviewed would appreciate well-written illustrative material for use in their classroom work on geography, history, and social customs. A number of active members of a Virginia Parent-Teacher Association feel that there should be available to their children some source of information on current happenings and their effect on the United States, other than the newspapers and radio. In order to have proper perspective, the children should learn to appraise the positions and objectives of other nationals as they see themselves.

Cogent Suggestions for Developing Favorable Attitude

Various forms of organization were suggested: Norwegian-American Foundation, Inc., to do for human relations what the Norwegian-American Chamber of Commerce does for commercial relations; The Norwegian Friendly Society; and Friends of Scandinavia with division for Norway, Denmark, Finland, and Sweden.

It was suggested that the official endorsement of the King of Norway be obtained to initiate the publicity campaign.

Others suggested that a monthly magazine of current developments and factual background be issued and sold at a nominal subscription rate. It was felt that travel and educational movie shorts should be made and distributed, and that human interest news and pictures relating to Norway should be made available to speakers and to radio program directors. One suggested a coast-to-coast radio program featuring Scandinavian-American artists such as Edgar Bergen, Kirsten Flagstad, and Greta Garbo. It was suggested that a good panel be provided on the Radio Forum broadcast from the Department of Interior Studio to discuss controversial aspects of the question. It was felt that the Office of Education might be persuaded to discuss Scandinavian influences on the development of the United States.

One of those interviewed suggested that native products and handicrafts be sold and the proceeds apportioned to relief and educational programs.

POSSIBILITIES FOR RAISING FUNDS

It was felt by those interviewed that a private relief campaign could not possibly make any material contribution to a need as vast as that of the Norwegian people. It was suggested that the funds obtained by such a campaign might better be

spent, in large part, for building a favorable public attitude toward a free Norway. Public and private action resulting from such an educational campaign would be tremendously more effective, it was felt, than a negligible amount of direct relief.

It was felt by almost all the people who were interviewed that private relief activities in the United States on behalf of foreign peoples have become a form of "emotional relief" rather than an actually effective assistance. They feel that such relief, to be really effective, must become the concern of the national government.

These are the facts concerning fund-raising for all belligerent countries, which we located in Washington:

As of March 31, 1940, and for the period beginning Septemebr 6, 1939, some 307 individuals and organizations had registered with the Secretary of State for the solicitation and collection of contributions to be used for relief in belligerent countries in conformity with Section 8 of the Neutrality Act of November 4, 1939.

The figure of 307 given above and statistical references to follow do not include relief activities which a number of organizations registered with the

Secretary of State may be carrying on in non-belligerent countries (non-belligerent in period September 6, 1939, to March 31, 1940) but for which registration was not required under the Neutrality Act.

Of these 307 individuals and organizations some 265 collected and disbursed funds. Collections totalled $5,972,646, with administrative, publicity and campaign costs at $420,179, or approximately 7% of receipts, and $4,028,322 expended to date for relief.

Dividing the number of organizations actively soliciting funds (265) into the total amount received ($5,972,646) we get an average collection of $22,500 per collection unit.

However, this figure is misleading and the actual average as distinguished from the mathematical average is nearer to $7,217 per unit since the six organizations listed below account for $4,033,218 of the grand total of $5,972,646, leaving $1,969,428 collected by 259 organizations:

American Jewish Joint Distribution Committee	$2,089,156
Commission for Polish Relief ..	305,291
Hadassah, Inc.	897,332
Bishops' Committee for Polish Relief	246,572
Polish American Council	217,103
Polish National Alliance	247,764
TOTAL	$4,033,218

Of the 265 agencies collecting funds some 132 are working for Polish Relief - in a few instances (approximately 20) not exclusively but in all 132 primarily.

In some instances administrative costs have ranged from 50% to 80% or higher of total collections. In a few cases expenses exceeded receipts but there are many excellent examples of extremely efficient management reflected in the low ratios of costs to receipts.

Of course, strictly speaking these ratios are an index of efficiency in administration only if the single and sole objective of the organization in question is confined to that of relief and assistance of the concerned national abroad.

Since registration with the State Department in no way involves or controls the manner and specific purposes for which monies collected may be disbursed except for bookkeeping records, many organizations, in all propriety, are very obviously using a large proportion of their receipts for other than direct relief abroad.

WASHINGTON

WASHINGTON

Population (Thousands)	1,563.4
Percent White	97%
Percent of U.S. Total	1.2734%
Families, Total No. (Thousands)	423.8
Percent Owning Homes	59%
Dwellings, Total No. (Thousands)	382.5
Total Employees	224,718
Wages Paid (Thousand dollars)	261,295
Individual Income Tax Returns, 1934, Total No.	52,548
Net Incomes below $1000, No.	5,704
Net Incomes $1000-$3000, No.	33,750
Net Incomes $3000-$5000, No.	10,043
Net Incomes $5000-$10,000, No.	2,574
Net Incomes over $10,000, No.	477
Individual Income Tax Returns, 1935, Total No.	67,130
No. per 1000 persons	43
Passenger Automobiles Registered, 1936, No.	380,956
No. per 100 families	90
Families with Radios, 1938, Total No.	443,300
No. per 100 families	105
Residential Telephones, 1935, Total No.	172,309
No. per 100 families	41
Domestic Electric Meters, 1930, Total No.	340,983
No. per 100 families	80
Circulation of 12 National Magazines, 1937	598,964
No. per 100 families	141
Circulation of 6 General Magazines, 1937	293,126
Circulation of 6 Women's Magazines, 1937	305,838
Farms, 1935, Value (Thousand dollars)	550,720
Value per farm (dollars)	6,527
Total population of Norwegian descent	77,450
Norwegian born population in Washington	31,429
Total population of Swedish descent	76,843
Swedish born population in Washington	34,084
Total population of Danish descent	20,004
Danish born population in Washington	7,175
Total population of Finnish descent	22,048
Finnish born population in Washington	11,002

Radio Stations Accepting Foreign Language Programs: KXRO KVOS KELA KRKO KWLK KGY KEEN KIRO KJR KXA KFIO KGA KHQ KMO KVAN

Norwegian and Danish Newspapers: WASHINGTON POSTEN (Norwegian)-Weekly. Publ. in Seattle.
WESTERN VIKING (Norwegian-English)-Weekly. Publ. in Tacoma.

ANALYSIS OF ATTITUDE AND OPINION IN WASHINGTON

Note: This abstract covering opinion in the state of Washington has been based on expression from the greatest centre of population, Seattle.

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Washington

As indicated in group leader reports, the state of Washington has already taken steps toward Norwegian relief through the organization of Norwegian Aid, Inc., affiliated with Norwegian Relief, Inc. Attitudes are very favorable toward Norway. As an indication, our research man, who did not know of our relationship to the campaign, said that it should not be difficult to join forces with present program and successfully promote substantial Norwegian relief funds.

Group Leader Views

Business

This group already is strongly supporting Norwegian Aid, Inc. of Washington and Alaska. This relief fund is working through business, churches, Norwegian fraternal organizations, etc., under direction of C. K. Warne. The organization has the O.K. of The State Department in Washington and is sending funds collected to the Norwegian embassy in Washington for disposition. A fund was started to build Norse Old Peoples Home and was diverted when Germans invaded

Norway. $22,000.00 had been collected at time of invasion; current collection figures are not available. This activity indicates attitude of people as a whole in the state of Washington.

Labor

Labor is favorably inclined toward Norway and aiding with the relief fund in existence in Washington. Expresses concern over distribution of funds, and is perplexed as to how it will be kept from Nazi hands.

Women - Church - Education

Activity in conjunction with present relief program indicates a strong sentiment for Norway.

Media Leader Views

Newspaper

From apparent cooperation given present relief fund operating in Washington, it is logical to say that newspapers are sympathetic and will help to any extent possible. No direct contact on attitude made.

Radio

Suggest strong pictorial publicity covering devastation and loss of life in Norway. This group is very sympathetic, cooperating to fullest extent with

Norwegian Aid Inc.

General Opinion in Seattle

Strongly in favor of Norwegian Aid Inc., which is already organized to raise funds for Norway.

Media Leader Views

Newspapers, Radio

Expresses opinion that present relief campaign (Norwegian Aid, Inc.) not functioning fast enough, quarreling about who shall raise funds and receive credit for such activity. Also Norwegians in Seattle are confused about war and whole situation. Very sympathetic with Norwegian cause and co-operating to fullest extent.

Suggestions for Developing Favorable Attitude

Use pictures showing dead bodies, devastation after bombing, Norwegian heroism, and Norwegians still fighting.

W I S C O N S I N

WISCONSIN

Population (Thousands)	2,939.
Percent White	99%
Percent of U.S. Total	2.3938%
Families, Total No. (Thousands)	711.9
Percent Owning Homes	63%
Dwellings, Total No. (Thousands)	624.2
Total Employees	422,328
Wages Paid (Thousand dollars)	473,377
Individual Income Tax Returns, 1934, Total No.	92,493
Net Incomes below $1000, No.	18,845
Net Incomes $1000-$3000, No.	56,260
Net Incomes $3000-$5000, No.	11,474
Net Incomes $5000-$10,000, No.	4,369
Net Incomes over $10,000, No.	1,545
Individual Income Tax Returns, 1935, Total No.	108,026
No. per 1000 persons	37
Passenger Automobiles Registered, 1936, No.	615,175
No. per 100 families	86
Families with Radios, 1938, Total No.	612,700
No. per 100 families	86
Residential Telephones, 1935, Total No.	326,309
No. per 100 families	46
Domestic Electric Meters, 1930, Total No.	522,231
No. per 100 families	73
Circulation of 12 National Magazines, 1937	661,385
No. per 100 families	93
Circulation of 6 General Magazines, 1937	262,211
Circulation of 6 Women's Magazines, 1937	399,174
Farms, 1935, Value (Thousand dollars)	1,246,889
Value per farm (dollars)	6,238
Total population of Norwegian descent	135,953
Norwegian born population in Wisconsin	34,391
Total population of Swedish descent	56,915
Swedish born population in Wisconsin	18,808
Total population of Danish descent	40,923
Danish born population in Wisconsin	13,049
Total population of Finnish descent	14,596
Finnish born population in Wisconsin	5,724

Radio Stations Accepting Foreign Language Programs: WATW KFIZ WTAQ WCLO WHA WIBA WEMP WRJN WHBL WLBL WSAU

Norwegian and Danish Newspapers: REFORM (Norwegian)-Weekly. Publ. in Eau Claire.
TIDENDE (Norwegian)-Weekly. Publ. in Superior.
FOR GAMMEL OG UNG (Norwegian)-Weekly. Publ. in Wittenberg.

ANALYSIS OF ATTITUDE AND OPINION IN WISCONSIN

POSSIBILITIES FOR MODIFYING PUBLIC OPINION

General Opinion in Wisconsin

Though sympathy towards Norway runs very high in Wisconsin, the general reaction expresses a reluctance to single out Norway; all invaded countries requiring equal attention. Despite the large Norwegian population, and the many families with relatives in Norway, the belief appears to exist that a public appeal "should have a broader outlook". There is some criticism of the publicized "fifth column" activities. It is generally believed that there is no necessity to build a special attitude in Wisconsin, since an extremely favorable one already exists.

Group Leader Views

Business

Very sympathetic. Feels that the Norwegians are deserving of every possible assistance. Believes that the unfavorable impression generated by news of "internal betrayal" would first have to be overcome. Believes that favorable public opinion already established.

Labor

Extremely sympathetic, but feels that all invaded neutrals merit equal response. Believes that

there is no necessity to build a special attitude towards Norway since the large Norwegian population in Wisconsin is fully aware of the situation in Norway and has already "brought home to Wisconsin, the effects of the war."

Women

Though sympathetic, feels that a public appeal should embrace all invaded neutrals. Believe that any distinction made between Norway and the other countries would create resentment.

Media Leader Views

Newspaper

Though wholly in sympathy towards Norway, believes that any attempt to single out Norway would fail. Current events makes it necessary to consider all countries "victimized by war." Feels that public opinion is already extremely favorable towards Norway.

Radio

Extremely sympathetic. Believes that there is no need to build a favorable attitude, because the people in Wisconsin are "ripe and waiting to be led." Feels the "response would be enormous."

Cogent Suggestions for Developing Favorable Attitude

To combat unfavorable effect of "fifth column" activities in Norway, suggestions range from fact

and figure presentation of the military, financial and economic conditions in Norway, proving how suicidal it would have been to combat invasion, to dramatic, graphic pictures showing the disaster and actual conditions in Norway today. Best response from labor would be secured through labor papers. Appeal to cultural organizations of Norwegian-Americans offers excellent possibilities. Radio programs featuring eye-witness accounts of the invasion would receive strong support.

POSSIBILITIES FOR RAISING FUNDS

Create a new national relief organization assisting all countries victimized by the war, headed by an outstanding public figure like Herbert Hoover. There should be national, state, and local headquarters, with pictures and textual publicity routed through this set-up. Cultural organizations of Norwegian-Americans offer the best approach for seeking relief funds.

APPENDIX

TO

PART II

APPENDIX I

CALIFORNIA

Total population of Norwegian descent	48,566
Norwegian born population in California	17,604
Total population of Swedish descent	103,603
Swedish born population in California	41,734
Total population of Danish descent	60,815
Danish born population in California	23,175
Total population of Finnish descent	16,426
Finnish born population in California	8,495

Radio Stations Accepting Foreign Language Programs:
KPMC KRE KHSL KGER KGFJ KMTR KRKD KYOS KLS
KROW KFXM KDB KSOR KGDM KTKC

Norwegian and Danish Newspapers: BIEN (Danish)-Weekly.
Published in San Francisco.

CHICAGO, ILLINOIS
(Cook County)

Total population of Norwegian descent	52,708
Norwegian born population in Chicago	21,740
Total population of Swedish descent	140,913
Swedish born population in Chicago	65,735
Total population of Danish descent	28,695
Danish born population in Chicago	12,502
Total population of Finnish descent	4,993
Finnish born population in Chicago	2,261

Radio Stations Accepting Foreign Language Programs:
WCBD WEDC WGES WSBC

Norwegian and Danish Newspapers: DANSK TIDENDE (Danish)-
Weekly . Published in Chicago
EVANGELISK TIDENDE (Danish)-S.Monthly. Published in Chicago.
NORSK UNGDOM (Norwegian)-Monthly. Published in Chicago.
SCANDIA (Norwegian)-Weekly. Published in Chicago.
SKANDINAVEN (Norwegian-Danish)-Weekly. Published in Chicago.

DELAWARE

Total population of Norwegian descent	223
Norwegian born population in Delaware	141
Total population of Swedish descent	718
Swedish born population in Delaware	294
Total population of Danish descent	205
Danish born population in Delaware	99
Total population of Finnish descent	85
Finnish born population in Delaware	50

Radio Stations Accepting Foreign Language Programs:
WILM

Norwegian and Danish Newspapers: None

IOWA

Total population of Norwegian descent	57,126
Norwegian born population in Iowa	12,932
Total population of Swedish descent	57,365
Swedish born population in Iowa	16,810
Total population of Danish descent	47,501
Danish born population in Iowa	14,698
Total population of Finnish descent	198
Finnish born population in Iowa	70

Radio Stations Accepting Foreign Language Programs:
WMT KWLC KMA

Norwegian and Danish Newspapers: DANNEVIRKE (Danish)-Weekly.
Published in Cedar Falls.
KVINDEN OG HJEMMET-Monthly. Published in Cedar Falls.
POSTEN (Norwegian)-S.-Weekly. Published in Decorah.
VAGTEREN (Danish)-Weekly. Published in Harlan.

MARYLAND

Total population of Norwegian descent	1,493
Norwegian born population in Maryland	703
Total population of Swedish descent	2,088
Swedish born population in Maryland	764
Total population of Danish descent	1,194
Danish born population in Maryland	464
Total population of Finnish descent	621
Finnish born population in Maryland	376

Radio Stations Accepting Foreign Language Programs: WCBM

Norwegian and Danish Newspapers: None

MASSACHUSETTS

Total population of Norwegian descent	12,177
Norwegian born population in Massachusetts.	5,454
Total population of Swedish descent	81,106
Swedish born population in Massachusetts	36,810
Total population of Danish descent	7,879
Danish born population in Massachusetts	3,070
Total population of Finnish descent	26,889
Finnish born population in Massachusetts.	13,077

Radio Stations Accepting Foreign Language Programs:
WAAB WCOP WMEX WORL WSAR WHAL WLAW WLLH WNBH
WESX WMAS WSPR

Norwegian and Danish Newspapers: HERALD OF CHRISTIAN SCIENCE-
Montly. Published in Boston.

MICHIGAN

Total population of Norwegian descent	23,117
Norwegian born population in Michigan	7,201
Total population of Swedish descent	68,577
Swedish born population in Michigan	23,905
Total population of Danish descent	20,507
Danish born population in Michigan	7,210
Total population of Finnish descent	74,229
Finnish born population in Michigan	27,022

Radio Stations Accepting Foreign Language Programs:
WBCM WHDF WJBK WMBC WJMS WIBM WMPC WDMJ WKBZ WEXL

Norwegian and Danish Newspapers: None

MINNESOTA

Total population of Norwegian descent	267,912
Norwegian born population in Minnesota	71,562
Total population of Swedish descent	270,773
Swedish born population in Minnesota	90,623
Total population of Danish descent	46,220
Danish born population in Minnesota	13,831
Total population of Finnish descent	60,610
Finnish born population in Minnesota	24,306

Radio Stations Accepting Foreign Language Programs:
KATE WEBC KGDE WMFG WCAL WLB WMIN WTCN KVOX
KROC KFAM WHLB

Norwegian and Danish Newspapers: DET DANSKE BRODERSAM FUNDS BLAD (Danish-English)-Monthly. Published in Askov.
SKANDINAV (Norwegian-English)-Weekly. Published in Duluth.
BRODER-BAANDET (Norwegian)-S.-Monthly. Published in Fergus Falls.
LUTHERANEREN (Norwegian)-Weekly. Published in Minneapolis.
SONNER OF NORGE (Norwegian-English)-Montly. Published in Minneapolis.
DANSKE UGEBLAD (Danish)-Weekly. Published in Tyler.

MINNEAPOLIS, MINN.
(Hennepin County)

Total population of Norwegian descent	49,409
Norwegian born population in Minneapolis	15,492
Total population of Swedish descent	70,463
Swedish born population in Minneapolis	24,866
Total population of Danish descent	7,416
Danish born population in Minneapolis	2,418
Total population of Finnish descent	3,614
Finnish born population in Minneapolis	1,154

Radio Stations Accepting Foreign Language Programs: None

Norwegian and Danish Newspapers: LUTHERANEREN (Norwegian)-
Weekly. Published in Minneapolis.
SONNER OF NORGE (Norwegian-English). Published in Minneapolis.

DULUTH, MINN.
(St.Louis County)

Total population of Norwegian descent	11,732
Norwegian born population in Duluth	4,163
Total population of Swedish descent	16,968
Swedish born population in Duluth	6,489
Total population of Danish descent	952
Danish born population in Duluth	324
Total population of Finnish descent	6,178
Finnish born population in Duluth	3,040

Radio Stations Accepting Foreign Language Programs: WEBC

Norwegian and Danish Newspapers: SKANDINAV (Norwegian-English)-
Weekly. Published in Duluth.

ST. PAUL, MINN.
(Ramsey County)

Total population of Norwegian descent	12,437
Norwegian born population in St. Paul	3,414
Total population of Swedish descent	25,430
Swedish born population in St. Paul	8,404
Total population of Danish descent	3,821
Danish born population in St. Paul	1,164
Total population of Finnish descent	318
Finnish born population in St. Paul	87

Radio Stations Accepting Foreign Language Programs:
WLB WMIN WTCN

Norwegian and Danish Newspapers: None

MISSOURI

Total population of Norwegian descent	2,434
Norwegian born population in Missouri	575
Total population of Swedish descent	13,371
Swedish born population in Missouri	3,895
Total population of Danish descent	5,332
Danish born population in Missouri	1,497
Total population of Finnish descent	229
Finnish born population in Missouri	100

Radio Stations Accepting Foreign Language Programs:
KFRU KWOS KMBH WHB KFUO KXOK WEW

Norwegian and Danish Newspapers: None

NEW YORK

Total population of Norwegian descent	76,522
Norwegian born population in New York	44,882
Total population of Swedish descent	121,503
Swedish born population in New York	61,233
Total population of Danish descent	35,379
Danish born population in New York	17,407
Total population of Finnish descent	27,247
Finnish born population in New York	17,444

Radio Stations Accepting Foreign Language Programs:
WABY WOKO WMBO WNBF WARD WBBC WCNW WLTH WVFW WBNY
WEBR WENY WESG WGBB WJTN WBIL WBNX WEVD WOV WHEC
WSAY WNBZ WFBL WIBX

Norwegian and Danish Newspapers: TIDENDE (Norwegian)-Weekly. Published in Brooklyn.

NORTH DAKOTA

Total population of Norwegian descent	124,522
Norwegian born population in North Dakota	31,337
Total population of Swedish descent	29,893
Swedish born population in North Dakota	8,470
Total population of Danish descent	10,524
Danish born population in North Dakota	2,936
Total population of Finnish descent	3,331
Finnish born population in North Dakota	873

Radio Stations Accepting Foreign Language Programs:
KDLR WDAY KFJM KRMC KGCU KLPM KOVC

Norwegian and Danish Newspapers: NORMANDEN (Norwegian)-Weekly. Published in Fargo.
SKANDINAV (Norwegian-English)-Weekly. Published in Grand Falls.

OHIO

Total population of Norwegian descent	4,713
Norwegian born population in Ohio	1,650
Total population of Swedish descent	19,864
Swedish born population in Ohio	7,390
Total population of Danish descent	6,346
Danish born population in Ohio	2,184
Total population of Finnish descent	12,809
Finnish born population in Ohio	5,663

Radio Stations Accepting Foreign Language Programs:
WADC WICA WSAL WMAN WPAY WTOL WKBN WGAR

Norwegian and Danish Newspapers: None

PENNSYLVANIA

Total population of Norwegian descent	6,582
Norwegian born population in Pennsylvania	2,945
Total population of Swedish descent	44,770
Swedish born population in Pennsylvania	16,452
Total population of Danish descent	7,671
Danish born population in Pennsylvania	2,906
Total population of Finnish descent	4,549
Finnish born population in Pennsylvania	2,125

Radio Stations Accepting Foreign Language Programs:
WFBG WEST WLEU WHJB WSAJ WKBO WAZL WJAC WGAL WKST
WDAS WHAT WPEN WTEL KQV WWSW WEEU WRAW WGBI WPIC
WKOK WMBS WBAX WBRE WRAK WORK

Norwegian and Danish Newspapers: None

TEXAS

Total population of Norwegian descent	5,543
Norwegian born population in Texas	1,490
Total population of Swedish descent	14,365
Swedish born population in Texas	4,077
Total population of Danish descent	4,908
Danish born population in Texas	1,350
Total population of Finnish descent	391
Finnish born population in Texas	180

Radio Stations Accepting Foreign Language Programs:
KRBC KRIC KBST KGFI KRIS WRR KDNT KXYZ KPAB
KIUN KPAC KABC KONO WOAL KTEM KVIC KRGZ

Norwegian and Danish Newspapers: None

WASHINGTON, D. C.

Total population of Norwegian descent	761
Norwegian born population in Washington, D.C.	228
Total population of Swedish descent	1,358
Swedish born population in Washington, D.C.	435
Total population of Danish descent	610
Danish born population in Washington, D.C.	229
Total population of Finnish descent	144
Finnish born population in Washington, D.C.	69

Radio Stations Accepting Foreign Language Programs: None

Norwegian and Danish Newspapers: None

WASHINGTON

Total population of Norwegian descent	77,450
Norwegian born population in Washington	31,429
Total population of Swedish descent	76,843
Swedish born population in Washington	34,084
Total population of Danish descent	20,004
Danish born population in Washington	7,175
Total population of Finnish descent	22,048
Finnish born population in Washington	11,002

Radop Stations Accepting Foreign Language Programs:
KXRO KVOS KELA KRKO KWLK KGY KEEN KIRO KJR
KXA KFIO KGA KHQ KMO KVAN

Norwegian and Danish Newspapers: WASHINGTON POSTEN (Norwegian)-Weekly. Published in Seattle.
WESTERN VIKING (Norwegian-English)-Weekly. Published in Tacoma.

WISCONSIN

Total population of Norwegian descent	135,953
Norwegian born population in Wisconsin	34,391
Total population of Swedish descent	56,915
Swedish born population in Wisconsin	18,808
Total population of Danish descent	40,923
Danish born population in Wisconsin	13,049
Total population of Finnish descent	14,596
Finnish born population in Wisconsin	5,724

Radio Stations Accepting Foreign Language Programs:
WATW KFIZ WTAQ WCLO WHA WIBA WEMP WRJN WHBL WLBL
WSAU

Norwegian and Danish Newspapers: REFORM (Norwegian)-Weekly. Published in Eau Claire.
TIDENDE (Norwegian)-Weekly. Published in Superior.
FOR GAMMEL OG UNG (Norwegian)-Weekly. Published in Wittenberg.

APPENDIX II

The American Friends of the Chinese People was organized just after the Japanese took Manchuria. In its eight years it has spread to the extent that it has offices in every state of the union and in almost every country of the world. It agitates for an embargo on the American shipment of war materials to Japan, raises money for relief and medical aid, runs a lecture bureau, and publishes a monthly magazine called, "China Today". It is interested not only in freeing China from the Japanese but in promoting a new, reorganized China, working through developing friendly attitudes toward China among foreign peoples.

The Pan-American Union, with Headquarters in Washington, is very well known for its many and diverse activities in promoting closer cultural, commercial and financial relations between the Republics of the American continent.

The English Speaking Union, as its name implies, promotes amity and cooperation between English speaking peoples the world over. It has been in existence since 1920.

The French Information Center, and the Franco-American Society, both work to acquaint Americans further with French affairs and culture.

The American-Yugoslav Society Inc., The American Russian Institute, The Hispanic Society, The Japan Society, The Italy American Society, and The Society of Friends of Mexico, are among other similar organizations.

The American Friends of Czecho-Slovakia, still raising money to send to such Czecho-Slovakians as have escaped the country also carries on an extensive publicity campaign, including the publication of a sheet giving news of Czecho-Slovakia and refugees from that country.

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  - Minneapolis
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- New York
- North Dakota
- Ohio
- Pennsylvania
- Texas
- Washington, D. C.
- Washington State
- Wisconsin

Appendix to Part II