

# Table of Contents

Foreword .....	7
Introduction .....	9
1. The America Houses and Political Re-education .....	23
1.1 Re-education: Inherently negative or <i>E Pluribus Unum</i> supportive .....	23
1.2 The lead up to the America Houses .....	35
1.2.1 The structural organizations from 1945–1961 .....	40
1.3 Re-education and the America Houses .....	42
1.4 Germany: cultural similarities/differences .....	46
1.4.1 Democracy and Culture .....	56
1.5 Propaganda and Re-education .....	60
1.5.1 Propaganda and the America Houses .....	64
1.5.2 Soviet propaganda .....	70
2. America Houses - Detailed .....	75
2.1 Strategy and America House Objectives .....	75
2.2 Location and Number .....	84
2.3 Structural Setup .....	94
2.4 Names and Publicity .....	100
2.5 Costs and Financing .....	106
2.6 The Core - The Library .....	109
2.6.1 McCarthyism: a short, powerful lesson in misguided overseas policies .....	119
2.6.2 Reading Rooms, Bookmobiles, DAB and DAI .....	124
3. America Houses - The Programs .....	135
3.1 Programs - General .....	135
3.1.1 Visitors and Target Groups .....	135
3.2 The Programs - Historical Background .....	144
3.2.1 Films .....	149
3.2.2 Lectures and Discussions .....	156
3.2.3 Exhibitions .....	163
3.2.4 Music .....	171
3.2.5 Children and Youth .....	180

4. America Houses - The Buildings .....	187
4.1 Introduction .....	187
4.1.1 General Background .....	188
4.1.2 The Buildings - Similarities/Differences .....	197
4.2 The First - Essen .....	199
4.3 Cologne - 1955 .....	217
4.4 The Wave of 1957 .....	227
4.4.1 Frankfurt .....	229
4.4.2 Munich .....	241
4.4.3 Hamburg .....	254
4.4.4 Berlin .....	264
5. Conclusion and Results .....	283
Sources and Literature Reference .....	295
Photographic Sources .....	315
Abbreviations .....	317