The peddler Jørgen Juhl
MANY AMERICANS are becoming aware of a desire to perpetuate their cultural heritage. Although some early immigrants wanted to blend into American society and did not emphasize their cultural traditions, succeeding generations of Americans of Danish and other descent have discovered an interest in their intellectual, cultural, and social heritage.

DANISH AMERICANS have an opportunity to participate in two cultures. However, because of a rapid blending into American society, few enjoy the completeness of this dual heritage of Danish and American traditions. Fortunately, many individuals are now discovering that their interest in Danish culture is shared by others.

THE DANISH AMERICAN HERITAGE SOCIETY was established in 1977 to explore and record the history of Danish immigrants—a history reflecting the ideals, strengths and traditions they brought with them. The Society is committed to stimulating interest in the Danish cultural contribution and to preserving it for future generations.