

**THE TRANSYLVANIAN SAXON ASSOCIATIONISM  
AND THE PUBLICATIONS: CASE STUDY *SIEBENBÜRGISCHE  
ZEITSCHRIFT FÜR HANDEL, GEWERBE UND LANDWIRTSCHAFT*  
(1865-1868)\***

**Nicolae Teșculă\*\***

**Abstract:** *This article is an analysis of an economic character publication Siebenbürgische Zeitschrift für Handel, Gewerbe und Landwirtschaft, which appeared in Sibiu, between 1865-1868. Both sections and content of the publication has been analysed. If at the beginning of the century the German population enjoyed the status of a privileged nation, within the Transylvanian constitutional system, after the adoption of dualism, they will become a minority within the Hungarian national state. In order to preserve their identity they will resort to associationism which will develop on a scientific, cultural and economic level. The magazine was addressed to craftsmen, farmers and Saxons traders, its role being to spread new ideas, economical for the society, in order to save the agricultural and industrial Saxon world from bankruptcy regarding the incoming of products from Western Europe.*

**Keywords:** Transylvanian Saxons, the nineteenth century, the press, association, economics, the Habsburg Empire.

The XIX<sup>th</sup> century, considered by excellence a century of modernism was a propitious environment for the appearance, development and diversification of press, as a means of communicating information. Although, initially, publications were resumed to inform the public opinion about news concerning events that happened in the same town or in the world, slowly, as the written word gains importance in society, they become more specialised.

Nowadays we have to deal with a diversification of press, a division of periodicals into newspapers and magazines, with a certain specialised accent. The force that journals enjoy makes professional media, associations to make their presence felt through magazines.

This aspect led to the appearance of publications in Transylvania, starting with the first half of the XIX<sup>th</sup> century, which were the expression of some clearly defined professional groups. These publications imposed themselves at the level of the Transylvanian society, some of them having a quite long existence. We could

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\*\* Director, Muzeul de Istorie Sighișoara; e-mail: nicolaetescula@yahoo.com.

mention *Archiv des Vereins für siebenbürgische Landeskunde*, which had more than a century-old existence and a rigorous scientific character.

Among the multitude of German publications in Transylvania was also the *Siebenbürgische Zeitschrift für Handel, Gewerbe und Landwirtschaft* (*The Transylvanian Magazine for Commerce, Crafts and Agriculture*). The publication meant to group the interest of those who were active in the domain of economy, as the name itself says it, namely in the domain of commerce, crafts and agriculture.

It wasn't the first publication of this sort, since, before the Revolution of 1848 at the initiative of Stephan Ludwig Roth a supplement of the *Siebenbürger Boten* (*the Transylvanian Herald*) appeared in 1844, entitled *Anhang zur Transsylvania für Landwirtschaft und Gewerbe* (*Annex to Transylvania for agriculture and craft*). In the same year, Josef von Benigni would change its name into *Deutsche Volksblatt für Landwirtschaft und Gewerbe in Siebenbürgen* (*the Popular German sheet for agriculture and crafts in Transylvania*) for the years 1844-1847<sup>1</sup>.

The magazine will enjoy great success in the Saxon economic environments, and not only in those, because it represented with great success the activity of the *Siebenbürgisch-sächsischer Landwirtschaftsverein* association (*the Transylvanian Saxon agricultural association*), founded in 1845, as well as the activity of the *Craft associations* (*Gewerbevereine*), which appeared in the those time's most important Transylvanian Saxon urban centres.

The tumult of the revolutionary events of 1848/49, as well as the censorship imposed by the neo-absolutist regime in Transylvania, led to the interruption of the activity of a magazine in German language specialised in the economic domain. The economic information, for that period of time, were mentioned in two German periodicals from Transylvania, *Siebenbürger Bote* și *Kronstädter Zeitung*, but especially in the Hungarian daily newspaper, written in German language, *Pester Lloyd*. The liberal age of the 60's permitted the re-appearance of the magazine with an economic character. The editing place was Sibiu, at the printing press of Josef Drotleff. The publication appeared weekly, 8 pages each number, the pages being numbered from the first page of the first issue to the last issue of the year, in rising order. The format was 31x23cm.

The first number appeared on the 24<sup>th</sup> of July 1865 and in 1868 the magazine becomes an organ of the Saxon agrarian association, the last number appearing on the 30<sup>th</sup> of May 1868. From the 1<sup>st</sup> of June 1868 it becomes a supplement of the politic weekly edition of *Siebenbürgisch Deutsches Wochenblatt* under the title: *Handel, Gewerbe und Landwirtschaft*.

The magazine would appear on Saturdays in 470 copies, which was quite a large number for each issue. Its supplement was *Ährenlese*, led by Gustav Seiverth, having a scientific and technical profile. In 1866 he would edit a second

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<sup>1</sup> Thomas Nägler, Josef Schobel, Karl Drotleff, *Geschichte der Siebenbürgisch-Sächsischen Landwirtschaft*, Bucharest, 1971, p. 57-58.

supplement with a literary content, *Dorfschule*. The magazine's editor was Michael Albert, the poet and German literature teacher in the Gymnasium from Sighisoara. The two supplements occupied the inside pages of the newspaper and had random appearances.

Among the columns were *Gesetze und Verordnungen*, mentioning the dispositions, regulations and the laws connected to the economic sector. There were also *Vereinzeitungen* with information regarding the activity of Transylvanian Saxon associations, then, *Correspondenz*, which contained different news from Transylvanian towns and *Gartenzeitung* with information about gardening. We can find the *Effecten und Wechselcourse* column, mentioning the stock markets from Vienna and Pest, the schedule of trains from Hungary and the post coaches in Transylvania, *Geschäfts Berichte* containing the prices of the agricultural products in the main markets of Transylvanian towns, as well as *Allerlei für Werkstatt, Feld und Haus* with short information in technical, agricultural domain, food recipes. The columns ended with *Verschiedene*, with short profile information and *Inserate*, with an advertising character, which occupied 2 pages from the newspaper.

At the end of each year the editors made a summary of all the articles that had appeared in *Siebenbürgische Zeitschrift*. This summary was made thoroughly, since it was organised thematically and alphabetically, being a source of primary information for the researchers in the domain of Saxon economy, at the middle of the XIX<sup>th</sup> century.

The magazine was printed at the printing press of Josef Drotleff senior (1804-1887). He learned the basics of his job at the subsidiary of Martin Hochmeister in Cluj, followed by a study journey to German speaking countries. He would return to his country, being hired at the Hochmeister's printing house. After a few years of activity, at his wife's insistence, he would become independent and move to Orăștie, where in 1847 he would open a bookshop. After the revolution he would return to Sibiu and in 1850 he funded a printing house. Here he would print Foia Oficială (The Official Sheet) in the three languages used in the country<sup>2</sup>.

His son, Johann, would take over the technical part of the business. He would discover the secrets of the trade at Holzhausen's publishing house in Vienna, where he had numerous contacts with Transylvanian students. Among these he would tie a beautiful friendship with Franz Gebbel. Back to the country they would issue together with Peter Josef Franz, the *Siebenbürgische Zeitschrift für Handel, Gewerbe und Landwirtschaft*<sup>3</sup> in 1865.

The editor in charge of *Siebenbürgische Zeitschrift*, Joseph Peter Frank was born on the 29<sup>th</sup> of June 1827 in Cisnădie. After graduating the Evangelical Gymnasium from Sibiu, he would continue his studies at the Polytechnic in Vienna and Karlsruhe, between the years 1846-1850. At Karlsruhe he would attend

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<sup>2</sup> Josef Drotleff, *Hermannstadt 1850-1900. Festschrift zum 50 Jährigen Bestehen der Firma*, Hermannstadt, 1900.

<sup>3</sup> *Ibidem*.

especially the courses of the Streets, Bridges and Machine Constructions College, visiting during the holidays the great german-space industrial construction sites specialised in building great machineries. In 1851 he would return to the country and get hired at the Transylvanian Construction Directorate, supervising urban works in Sibiu, Cluj, Tg. Mureș and Hunedoara.

He participated to the building of factories in the domain of woodworks at Sebeș, milling at Brașov, Sibiu and Tâlmăciu and became a teacher at the Școala Reală (the Real School) from Sibiu. He passed the Carpathians to Romania where he became an engineer at Bârlad and Slatina for 10 years.

Since young age he had been a collaborator to numerous newspapers and magazines, such as: *Siebenbürger Bote*, *Hermanstädter Zeitung*, *Kronstädter Zeitung*, *Siebenbürger Quartalschrift*, *Siebenbürgisch-Deutsches Tageblatt*. *Münchener Allgemeine Zeitung*, *Allgemeine Bauzeitung* from Berlin and other Romanian newspapers.

He had been concerned about the economic situation of his fellow Transylvanian Saxons. Among his works we might mention: *Siebenbürgens hervorragende Bestimmung als Industrie-Land*, *The Pitești (nowadays the city of Pitești) - Sibiu Railway*, *Wirtschaftliche Resultate, eine Parallele zwischen Siebenbürgen und Rumänien*, *Die Geldindustrie in Siebenbürgen*<sup>4</sup>.

At the back of the magazine, was Franz Gebbel, as we mentioned earlier. We know that he was born in Cluj in 1835, where he had studied at the Unitarian Secondary School, then, at Sibiu, where he studied at the Law Academy. He also studied law at Vienna and in 1862 he became an aseist, then actuary and from 1865 secretary of the Evangelical Church in Transylvania. He would remain in this function until his death in 1877<sup>5</sup>.

About Gustav Seivert is known that he was born in Sibiu on the 8<sup>th</sup> of July 1820. He studied in Sibiu. At Cluj he would familiarise himself with judicial studies at the Catholic Secondary School. He would practice at the Tabula Regia from Târgu Mureș, then studying law at the University of Berlin. In the neo-absolutist period he would act as a concipist clerk at the Ministry of Commerce and in 1856 he would return to Sibiu and work for the magistracy. He would be implicated in the conception of Saxon Municipal Constitutions and would become an archivist for the National Saxon Archive, after 1872. He would be remarked as an important researcher of the history of the city Sibiu, of Sibiu's merchant families, of guilds and in the domain of collecting documents. He would die on the 17<sup>th</sup> of January 1875<sup>6</sup>.

Michael Albert (1836-1893) was born in Apold (found nowadays in Mureș County) in a family of wealthy peasants. He attended theology and philology

<sup>4</sup> Friedridch Schuller, *Schriftsteller Lexicon der siebenbürger Deutschen*, IV. Band, Hermannstadt, 1902, p. 117.

<sup>5</sup> Marie Klein, *Zur Gedächtnis Franz Gebbels*, „Aus sechs Jahrzehnten“, Sibiu 1935, p. 2-5.

<sup>6</sup> *Allgemeine Deutsche Biographie*, Band 33 (1891), p. 665.

courses at the Universities from Jena, Berlin and Vienna. He returned to the country and became a teacher at the Gymnasium from Sighișoara teaching at the German chair. He wrote poems, dramas, short stories and librettos<sup>7</sup>.

One of the magazine's collaborators was Wilhelm Hausmann, born on the 21<sup>st</sup> of December 1822 in Ulm. In 1847, he came to Transylvania to be a gymnastics teacher at the Evangelical Secondary School in Brașov until 1853, when he obtains the same position at the Evangelical Secondary School in Sibiu. He was concerned with the domains of literary and natural sciences. He was a member of the *Verein für Naturwissenschaften* (*The Association for Natural Sciences*) from Sibiu. He was a collaborator to several Transylvanian and foreign publications, such as: *Globus*, *Natur*, *Österreichische Gartenglaube*, *Illustrierte Blätter*, *Österreichische. Revue*, *Wanderer*, *Pester Lloyd*, *Hausfreund* from Berlin, *Über Land und Meer* from Stuttgart, *Hermannstädter Zeitung* and *Kronstädter Zeitung*. He died on the 24<sup>th</sup> of September 1899<sup>8</sup>.

Getting back to *Zeitschrift*, the price of a yearly subscription was 4 florins at the editing house and 4,60 florins through the post. Also the subscribing and obtaining of the magazine could be made at several bookshop keepers or merchants from different Transylvanian location, especially the Saxon ones. Therefore the subscription could be obtained at Johann Hedrich from Mediaș, C.J.Habersang from Sighișoara, Johann G. Kinn from Reghin, Samuel Winkler from Sebeș, J. Stein from Cluj, G. Schell from Bistrița and Herbert & Hedwig from Brașov.

In the pilot number of the magazine the appearance is motivated by the fact that this type of advertising is a common issue abroad. Its role is to: "*To search through all the layers of the national body, which hear with open ears the progress, to search from their hands the well-thought program, in the world of business, merchants and speculators, which will offer them practical earnings...*", also "*We keep in mind especially the zealous inhabitants of Sibiu, who will sustain an enterprise in Sibiu with the same zeal with which they have promoted each spiritual activity so far*"<sup>9</sup>.

The unique status among the newspapers and magazines of Transylvania was an element of pride: "*Therefore, this magazine is the only specialized publication from Transylvania that had set itself the exceptional service concerning the theme of economical interests of the country and this theme (...) is our zealous persistence*"<sup>10</sup>.

<sup>7</sup> Schäßburg. *Bild einer siebenbürgischen Stadt*, Düsseldorf, 1998, p. 276.

<sup>8</sup> Connected to the life of Wilhelm Hausmann see: Josef Trausch, *Schriftsteller-Lexicon der literarischen Denkblätter der Siebenbürger Deutschen*, II Band, Kronstadt, 1870, p. 75-76; Hermann A. Hienz, *Schriftsteller Lexicon der Siebenbürger Deutschen*, H-J, VII. Band, Köln, Wien, 2000, p. 57-60.

<sup>9</sup> „Siebenbürgische Zeitschrift für Handel, Gewerbe und Landwirtschaft”, Probe-Nummer, Hermannstadt, den 24. Juni 1865, p. 1.

<sup>10</sup> Idem, nr. 12, Hermannstadt, den 16. September, 1865, p. 107.

We can see in the above examples, clearly expressed the medium to which it is addressed and the fact that it was meant to become an instrument through which the business environment, especially the one from Sibiu, should become an effective means of determining economic prosperity and business development.

The same vision could be found at the end of September 1865, when it was shown that the public interested in the magazine was formed by: "... *directors, inspectors, from the committee (i.e. commercial) of associations, presbyterians and each of those, that have a circle of influence, which according to the times of enterprises, they friendly and forcefully support...*"<sup>11</sup>.

Also regarding the program, the editing board indicated that the magazine had no political goals, its aims being to create stability instead of chaos, to determine the movement in the economic environment and to eliminate non-productivity, to focus on capital movements. The German model must be taken into consideration: "*The Saxon has as well as his German countrymen a high virtue of industriousness and savings...*", therefore Saxon businesses must go in line with what is happening in the Austrian Empire since "*Transylvania unleashes itself in loneliness, as Austria unleashes itself entirely*"<sup>12</sup>.

We find here, foreshadowed the vision of Franz Gebbel and of the group around Daniel Teutsch regarding the future of the Saxon nation in Transylvania, where the Saxon nation must be closely tied to the idea of a powerful Habsburg Empire, and Transylvania to enjoy an autonomous status as a province. This idea would be, only in a few years, the base of the political conception of the "*old Saxons*" group, whose political organ would later be the *Siebenbürgisch Deutsches – Wochenblatt*.

There is a need for collaboration between the commercial, crafts and agrarian domain. So far, due to the lack of vision: "*The merchant, whom with the city dweller and the peasant, serves as an intermediary, does and remains due to the same causes without business, where there is the possibility of a connection.*" Therefore "*the responsible cultivation of material interests should be the cornerstone of our future existence*"<sup>13</sup>.

The collaboration between the three sectors of activity: commercial, industrial and agricultural would be, from now on, the base of the Saxon economic vision. They wanted to apply the principle of subsidiarity in the Saxon towns of Transylvania. Thus, by paying the property taxes on land and industrial property directly to the city, not to the state entity, the Imperial Land would develop and modernise economically, and the trader can move freely between the farmer, who offered the raw material, and the manufacturer, who offered the finite product. Through the circulation of money in the Saxon economic system, the state of "defensive" could be removed, that is the lag-behind of the farmer and the Saxon

<sup>11</sup> Idem, nr. 14, Hermannstadt, den 30. September 1865, p. 124.

<sup>12</sup> Idem, nr. 16, Hermannstadt, den 14. Oktober 1865, p. 139.

<sup>13</sup> *Ibidem*, p. 140.

craftsman. The idea was propagated among Saxon scholars and will be postulated by Karl Wolff<sup>14</sup>.

The progressive vision regarding the evolution of the Saxon community is largely presented in the pages of the magazine. This advocated, for example, for developing Real Schools where the study of exact sciences would help the professional preparation for the industrial domain. In the article entitled *Betrachtungen über unsere Realschulen (Study on our real schools)* it advocated for the promoting of technical drawing in the detriment of classical one that: "...thus reaches the teaching of drawing its goal, to awaken and promote the spiritual independence of learning". But: "...students (...) do not use (i.e. drawing) with fair understanding of their needs (...) as realities change, a fact that they often stumble upon in practical life ...."<sup>15</sup>

As it is known, the 40's of the XIXth century lead to the appearance of Crafts Associations in the Saxon urban centres. Their role was to save the small crafts business from extinction. Concerning the place occupied by crafts in small Saxon fairs, the article entitled *Wie sieht es mit den Gewerbe in den sächsischen Märkten aus? (How do crafts show in Saxon fairs)* advocates for the opening of a market for sales near Transylvanian cities and not for the costly export production: "Some were to observe that often through the poor quality of their products the number of buyers decreases, they (i.e. craftsmen) often provide time and opportunity to sell their products in near towns in a satisfactory manner, an allowed choice that will compensate sufficiently through labour and product quality, the time lost due to travel or transport fees" and ends in a comical note: "Finally, regarding the craft butchery, it will be served promptly, because they often hear the housewives' complaint about soup, although a rich grazing has been offered to the sacrifice cattle"<sup>16</sup>. Also regarding the importance of crafts for the Transylvanian economy, an article entitled *Unsere Gewerbevereine (Our crafts associations)* speaks about the importance of this association for the citizens of the city for the economical development of the city against the hurricane of modernization: "Modernity brings a large claim to each, through the easy communication through the forms of railways, roads, post and telegraph extends again and again our forms of communication, groups that have the same interests will always be strong, elevated through means that lead to known goals and are absolutely necessary as a barrier against the menacing danger, with great and durable consequences, small local associations were and are today necessary, all pushing towards a great association". They realize: "...the exchange of information between businesses and

<sup>14</sup> Carl Göllner, *Karl Wolffs politisches und wirtschaftliches Wirken*, „Forschungen zur Volks- und Landeskunde“, Sibiu, 16, 1973, p. 14-15.

<sup>15</sup> „Siebenbürgische Zeitschrift für Handel, Gewerbe und Landwirtschaft“, nr. 5, Hermannstadt, den 29. Juli 1865, p. 46.

<sup>16</sup> Idem, nr. 22, Hermannstadt, den 2. Juni 1866, p. 169-170.

*craftsmen on large areas of the country*” Moreover, crafts associations are: “...*the solution to the great economical problems (i.e. of the country)*...”<sup>17</sup>

The necessity of association appears due to revolution in the domain of communication and evolution of free trade, which destroys everything in its path: “*We live in the age of steam, which made time and distances into a whole, where the outer harmful influence comes with the same speed...*” comprising “... *private life in an amorphous mass and we have to face more and more the English metaphor <time is money>*”<sup>18</sup>.

Beyond these debates, present in the columns of the magazine regarding the economic development through various forms of association, we find also different articles of practical character. Some of them caught our attention. First, an article from the summer of 1866, which talked about beer, its quality and especially its ways of preservation, freshness control through form and colour<sup>19</sup>.

Another article, this time a household one, is dedicated to the ways of preparing mushrooms, which should be “...*not cut, but twisted, as the twisted stump rots easily, and the rotten part reaches the mushroom too*”<sup>20</sup>.

In the agronomic field we find numerous articles. It is worth mentioning one dedicated to sowing spring wheat, where: “When preparing the summer wheat, it should be mentioned that it is very apt, once the young plowing is 1 inch high, the weather is wet and the dew is rich. Quantity: 6 measures per arpent”<sup>21</sup>. We find here intriguing articles regarding the mineral resources of Transylvania. Based on geological research, scientist F.A. Bielz presents the causes of the lack of some oil resources in the inner arch of the Carpathian Mountains, due mainly to the birth forms of the mountains: “These eruptions of trachite and basalt form (...) I think the main reason for the lack of crude oil, asphalt and ozocherite inside the Transylvanian territory”<sup>22</sup>.

Throughout its existence the magazine has enjoyed financial support from the Saxon associations: “...*without subsidies from the crafts and agrarian associations, from the commercial groups, we can not sustain ourselves and offer our paper along the political newspapers to the communities of the Saxon Land*”<sup>23</sup>. Also the magazine makes its claim to fame due to the content of the articles, since it is the only publication that is concerned with: “... *the home life of each and the problems of our economic realities...*”<sup>24</sup>

Although, as shown above, it was an economic magazine and did not treat political issues, the creation of Saxon political groups on the eve of the creation of

<sup>17</sup> Idem, nr. 25, Hermannstadt, den 16. Dezember 1865, p. 24-25.

<sup>18</sup> Idem, nr. 23, Hermannstadt, den 8. Juni 1867, p. 181.

<sup>19</sup> Idem, nr. 24, Hermannstadt, den 16. Juni, 1866, p. 187.

<sup>20</sup> Idem, nr. 16, Hermannstadt, den 20. April 1867, p. 126.

<sup>21</sup> Idem, nr. 10, Hermannstadt, den 7. März 1868, p. 78.

<sup>22</sup> Idem, nr. 42, Hermannstadt, den 20. Oktober, 1866, p. 328.

<sup>23</sup> Idem, nr. 26, Hermannstadt, den 30. Juni 1866, p. 201.

<sup>24</sup> Idem, nr. 52, Hermannstadt, den 29. Dezember 1866, p. 409.



the Austro-Hungarian dualism, made the editing board to show their political intentions. It responded to an article from the *Siebenbürgische Blätter*, organ of the young Saxons, political opponents of the old Saxons to whom belonged also the representatives of the *Siebenbürgische Zeitschrift*.

The 60's of the XIX<sup>th</sup> century, would determine the appearance of two political groups in the political life of Transylvanian Saxons. On one hand, we deal with a group around the clerks and representatives of the Evangelical Church, which saw, as the Romanians, a passive politic of boycotting the Parliament. They found support in the Saxon University, the body of communities and church hierarchy. They also campaigned for belonging to the great German nation through the studies of the *Association for the knowledge of Transylvania (Verein für siebenbürgische Landeskunde)*. This group was led by Bishop Georg Daniel Teutsch and would be called the *Old Saxons*.

The activist group saw the participation in the proceedings of the Parliament from Pest and the collaboration with the Government, a chance for national ideals. This group had among its members the circle of merchants and manufacturers from Braşov, who wanted to open markets in the Szekler territory. Their clubs were around musical, sports and hunting associations. The group was led by the historian Carl Fabritius, from Sighisoara, and opposed to the other group they would be called the *Young Saxons*. The two groups would join only in 1872 through adopting a politic program at Medias<sup>25</sup>.

In their attempts to mobilize public opinion for elections, they would address to the press. The first to act are the *Young Saxons*, who from the 1<sup>st</sup> of January 1867 would issue a publication entitled *Siebenbürgische Blätter*. The newspaper would lead an aggressive policy that went up even to personal attack. It won't gain a distinctive place among periodical publications and it would disappear once the two groups unify in 1872<sup>26</sup>.

Returning to *Siebenbürgische Zeitschrift*, it will react, as mentioned above, in February 1867, after an article from *Siebenbürgische Blätter*, where it was stated that the building of the Crafts Association from Sibiu is: "...a real dive..." To this the editor is forced to respond. He points out the need for a new place for the association, and that the author of the article from the *Blätter*, instead of accusing had better act, as he was the secretary of the Crafts Association, and concludes: "*Siebenbürgische Blätter has already acted in his few numbers more and more, and has probably learned that it is easier to criticize than do something right (...). So far I think, a nation is called through unity, not through quarrelling and strife,*

<sup>25</sup> Konrad Gündisch, *Siebenbürgen und die Siebenbürgen Sachsen*, München, 1998, p. 145-147.

<sup>26</sup> Nicolae Teşculă, *Presa social-politică săsească din Transilvania (1850-1876)*, Cluj-Napoca, 2010, p. 56-59.

which is extensively promoted by *Siebenbürgische Blätter* and find this form (i.e. of manifestation) a goal<sup>27</sup>.

He didn't have the same attitude towards the newspaper that appeared in Bistrița, namely *Bistritzer Wochenblatt*, which was concerned with: "... the prosperity of our little nation" and that is: "... the fifth paper that appeared in the Saxon Country" wishing it a long publishing life<sup>28</sup>.

1868 brought the disappearance of the magazine. In the 20<sup>th</sup> number, from the 16<sup>th</sup> of June 1868, it is mentioned that starting with the 1<sup>st</sup> of June 1868, it would be named *Siebenbürgisch-Deutsches Wochenblatt*, would appear on Wednesdays but the content would be the same.

In its last number, it is shown that the magazine is to become a supplement for the new weekly newspaper, which would have the same tendency as the magazine thanking the collaborators and the readers for their attention<sup>29</sup>.

Through its articles *Siebenbürger Zeitschrift für Handel, Gewerbe und Landwirtschaft* mobilized the transylvanian public opinion promoting economic progress in direct correlation with various forms of association meant to develop and, at the same time, to save the economy of the Transylvanian Saxons, found then in a delicate time in history, when from the status of a privileged nation, they became a minority in the Hungarian national state.

Finally, it can be said that over the course of four years of existence, the magazine achieved its goal and the program developed in 1865, being today, an important source of information for researchers who study the economic development of Transylvania in the middle of the XIX<sup>th</sup> century.

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<sup>27</sup> „Siebenbürgische Zeitschrift für Handel, Gewerbe, und Landwirtschaft”, nr. 6, Hermannstadt, den 9. Februar 1867, p. 43.

<sup>28</sup> *Ibidem*, p. 47.

<sup>29</sup> *Idem*, nr. 22, Hermannstadt, den 30. Mai 1868, p. 170.