

Bailey is the best of the five, a detailed and appreciative reckoning with a major scientific figure rarely engaged as thoughtfully as he is here. Sarver reminds us that, while we may think we know the American literary canon—or indeed agricultural history—there are always nuances and surprises worth looking into.

The Follinglo Dog Book: A Norwegian Pioneer Story from Iowa, by Peder Gustav Tjernagel. The American Life and Land Series. Iowa City: University of Iowa Press, 1999. xiii, 172 pp. Illustrations, notes. \$32.95 cloth, \$15.95 paper.

REVIEWED BY GAYLE R. DAVIS, WICHITA STATE UNIVERSITY

Family lore has a way of evolving. Particular characters and events become emblematic of the values, history, and heritage of a group of people. In *The Follinglo Dog Book*, the dogs who resided over the course of five human generations at the Follinglo Farm in Story County, Iowa, serve as symbolic markers of time in the Tjernagel family. The dogs' names are the titles of the chapters, but it is not only because the book includes some of their stories. The focus on the dogs was also a ploy used by the author to engage the imaginations of his eight children, enticing them to learn the core Tjernagel family tales. In 1909, the children convinced their 44-year-old storyteller to write down those narratives, using the title *From Milla to Chip the Third*. That handwritten manuscript covered the time from 1864, the family's earliest days in Iowa, to 1908.

Since then, the text has gone through several iterations. Peder Gustav and two relatives produced a typed and edited draft of the original in the 1920s; in 1966, the 1920s version was edited again and privately published under the present title by three other family members. The location of the original handwritten manuscript is unknown, but it is assumed to have been burned in the fire that devastated Follinglo Farm in 1968. The 1999 edition of the book is taken from the 1966 version, with additions of a foreword by series editor Wayne Franklin and a prologue and epilogue by Peder Gustav's maternal grandson, Peter Tjernagel Harstad. Twenty pages of Tjernagel photographs further enliven the narrative. Of course, many of the family dogs are pictured.

The book's value is augmented by the additional materials included in the 1999 edition. Franklin's foreword gives the modern reader some context. He places Peder Gustav in the company of local colorists and regional writers, and he provides a framework for un-

derstanding the sometimes harsh attitudes toward domestic and farm animals that prevailed then. Peter Harstad's prologue describes each of the nine members of Peder Gustav's nuclear family and includes an easily referenced listing of the "Cast of Characters." Here he also discusses the textual issues he encountered while researching his grandfather's book. Harstad's epilogue details several important aspects of family history from 1908 to 1998, ending with mention of two grandsons of Peder Gustav who still operated the Follinglo Farm at the end of the twentieth century.

The Follinglo Dog Book is satisfying and informative. It is neither a dog book nor simply a chronicle of a specific pioneer family. Instead, like all good family history, the book presents details of life in the Midwest—work, leisure, invention, and tradition—that inform our understanding of both one family's experiences and lore and the region's larger cultural history. It is with obvious and touching care that the Tjernagel family has nurtured and shared their heritage, spreading some of its value and meaning to others through this publication.

E. W. Scripps and the Business of Newspapers, by Gerald Baldasty. The History of Communication. Urbana and Chicago: University of Illinois Press, 1999. xii, 217 pp. Illustrations, tables, appendixes, notes, bibliography, index. \$42.50 cloth, \$16.95 paper.

REVIEWED BY DAVID BLANKE, BRIAR CLIFF COLLEGE

Edward Wyllis Scripps, like Joseph Pulitzer and William Randolph Hearst, was an early, successful, and influential publisher of modern newspapers. Yet in the 1890s, while only in his mid-thirties and possessing considerable authority, Scripps decided to retire from "active oversight and management" of his newspapers to work on "planting trees, and building a home" on his newly acquired California estate (14–15). I make reference to this seemingly important decision by Scripps because there is no analysis of it in Gerald J. Baldasty's worthwhile but flawed text. Baldasty is apparently not interested in understanding Scripps's personality or in examining events that do not directly relate to newspaper management. So we learn relatively early in this short volume that Scripps once returned from a European assignment "resolved never again to be 'anybody's hired man'" (12) and relatively late that he was "poor as a youth . . . [with] a deep distrust of the rich" (104). Neither statement is further examined. This decision would be justified if Baldasty had limited his analysis simply to the newspaper business. However, when the author concludes that

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