

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

Scripps supported labor because he believed "that big business was corrupting the American press . . . [and] that most U.S. newspapers were owned by millionaires" (89), we are justified in asking if Scripps was not, in fact, a millionaire himself and how that influenced his opinions (we never learn of Scripps's actual wealth, how he lived, or of his non-work-related activities).

If Scripps's biography is slighted, Baldasty's account of the business of newspapers helps to justify the text. The book is well written and uses an impressive array of letters and internal business correspondence. These support the author's main contentions that Scripps fundamentally changed the commercial posture of most newspapers while acting as an industry pioneer in using horizontal integration to stabilize his company. Scripps's method was relatively simple to describe, but no doubt difficult to achieve. He either founded or purchased a small urban publication that was already connected to a working-class population or was in a city that allowed such a readership. With each paper selling for only a penny and high start-up costs, the papers had to be produced extremely economically. Baldasty shows that Scripps brought an attention (almost obsession) to fiscal control that *made it possible* for the industry to expand horizontally. Business controls were key, but Scripps also learned to take advantage of the growing resources in his chain. He formed a wire service to share and investigate news stories (United Press Associations, which merged with William Randolph Hearst's International News Service in 1958 to become United Press International) and pooled features, cartoons, and editorials (Newspaper Enterprise Association) to spread the costs along the network. As Baldasty writes, "Scripps claimed that he could start a new newspaper anywhere in the country with just one reporter and one editor, provided he also had the NEA" (44-45).

Baldasty also compiled a quantitative analysis of ten Scripps publications that he uses to support several minor themes throughout the book. It is here that the lack of biographical information is most conspicuous. For example, Baldasty suggests that Scripps supported working-class causes and limited the influence of the rich in his publications. Acting as a sort of urban Populist (a movement ignored in the text), Scripps provided a voice for workers while he refused to grant large advertisers the fiscal leverage to blackmail papers into changing their editorial content. Here Baldasty's analysis almost immediately begins to lose its force. Labor advocacy is portrayed in the text as almost any report that does not openly condemn workers or focus on violence. Given Scripps's reader base, is there any doubt as to which way his papers will lean? Moreover, Scripps's desire to keep adver-

tisers at bay could simply be another element of the man's drive to control all aspects of the newspaper business.

Baldasty's study is hindered in other ways by this general lack of depth. While the primary sources are useful, there is almost no recognition that other events occurred from 1880 to 1910 or that other historians have written about them. For example, little attention is paid to the changing nature of American cities. While Baldasty claims that Scripps employed an early form of market segmentation, another valid interpretation might be that economic segregation within the city brought about these business demographics. Further, the heavy reliance on Scripps's autobiography and letters tends to romanticize and whitewash his actions. In all, Baldasty does an admirable job of describing the *effect* of Scripps's career without really getting at why E. W. Scripps was essential to these changes.

Congressional Populism and the Crisis of the 1890s, by Gene Clanton. Lawrence: University Press of Kansas, 1998. xii, 228 pages. Appendix, notes, bibliographical note, index. \$35.00 cloth.

REVIEWED BY STANLEY B. PARSONS, UNIVERSITY OF MISSOURI, KANSAS CITY

Gene Clanton's study provides a new and welcome dimension to the understanding of the Populist political revolt of the late nineteenth century. The colorful and near revolutionary nature of the movement has generally been told from the state level, where the likes of "sockless" Jerry Simpson and Mary Elizabeth ("farmers should raise more hell and less corn") Lease provide colorful portraits of the farmer radicals. Unfortunately, most of the state studies are limited by a single state perspective on a multisectional movement that varied dramatically from state to state. The few investigations of the movement on the national level, such as John D. Hicks's classic, *Populist Revolt* (1931), or Lawrence Goodwyn's *Democratic Promise* (1976), have been substantially limited by the previous research interests of their authors. Hicks, for example lived in and wrote about Nebraska, and a major criticism of his classic work is that he imposed his Nebraska model on the rest of the nation. Goodwyn's work can be similarly criticized. Because Clanton's work includes all of the Populists who sat in Congress, he has the unique opportunity to present a more complete picture of the diverse facets of the movement than most of his predecessors have been able to do. Analysis at the congressional level also can provide a better idea of what working legislators really thought and accomplished rather than what they said during the heat of a political campaign.

Copyright of Annals of Iowa is the property of State of Iowa, by & through the State Historical Society of Iowa and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.