

Land and Streets," which outlines the effects of platting, urban planning, and other decisions related to land use. The next three chapters move the reader through time in increments of 1840–1880, 1880–1900, and the twentieth century. While the emphasis is on Euro-American land use, lost Native American sites are discussed, providing an important link with the riverfront beginnings of the Twin Cities.

Millett's emphasis on architects and architectural firms personalizes the more prominent buildings and allows for comparisons. But architectural curiosities as well as humbler buildings are also well represented. All are displayed using good quality black-and-white photographs, drawings, and maps. The photographs actually illustrate the text, rather than functioning merely as unrelated depictions.

Although it is written in a breezy and opinionated style, attention to detail is the norm throughout the book. Unlike many other "lost" works, for example, it contains detailed reference notes. The application of criteria established by the National Register of Historic Places, also an unusual feature, will be of use to historical consultants. *Lost Twin Cities* would be of interest to students of Iowa river town development and of midwestern architects and architecture.

Foley & Lardner: Attorneys at Law, 1842–1992, by Ellen D. Langill. Madison: State Historical Society of Wisconsin, 1992. xi, 224 pp. Illustrations, appendixes, notes, index. \$35.00 cloth.

REVIEWED BY LAWRENCE H. LARSEN, UNIVERSITY OF MISSOURI–KANSAS CITY

Foley & Lardner is a scholarly account of an old and distinguished Milwaukee law firm. Under different names, reflecting changes in managing partners, the large law business has a continuous history dating from 1842. By the 1990s it had 450 attorneys, close to 750 support staff, and offices outside Wisconsin, notably in Florida and Washington, D.C. The founders, Asahel Finch and William Pitt Lynde, both from the East, arrived in Milwaukee when it was hardly removed from the frontier. Throughout the book, Langill demonstrates how the law firm related to the rise of Milwaukee from a small village to a regional metropolis.

During its 150-year existence, Foley & Lardner has concentrated on corporate law, growing apace with an increase in governmental regulations. From its earliest days, the firm has represented many of Milwaukee's most important businesses. Traditionally, partners have played significant roles in the life of Milwaukee, as civic leaders, as board members, and as appointed and elected officeholders. Summing

up the reasons for Foley & Lardner's longevity, Langill notes, "The firm has held to its original mission of serving business clients, whatever their changing legal needs" (185).

This well-researched and informative book affords a blueprint for the study of other law firms. Hopefully, Langill's fine work will inspire similar monographs on representative law firms in Iowa.

An American Quality Legend: How Maytag Saved Our Moms, Vexed the Competition, and Presaged America's Quality Revolution, by Robert Hoover and John Hoover. New York: McGraw-Hill, 1993. xv, 239 pp. Illustrations, index. \$21.95 cloth.

REVIEWED BY ERIC PETERSON, BOUTON, IOWA

Maytag is among Iowa's largest, most famous, and socially most significant businesses. It grew through an intriguing mix of innovation, high quality products, uneven leadership, and luck. Founded in Newton in 1893 as a farm implement maker, it almost failed. One of its owners, F. L. Maytag, improved its products, bought out his partners, and renamed the firm after himself. In 1907 it began to make wooden washtubs as a seasonal sideline. By the 1920s, Maytag sold almost as many washers as all of its competitors combined, and its power washing machines changed American domestic habits. Under non-family leaders since 1962, the Maytag Corporation has become a global, diversified appliance manufacturer.

This book is not primarily aimed at scholars. The authors, a retired Maytag public relations director and his son, who wrote a previous book on business leadership, try to extract lessons for managers from Maytag's history. From a historian's viewpoint, the result is a brief, oddly organized text tinged with management jargon, hyperbole, occasional muddled writing, and minor errors. The analysis of Maytag's "quality culture" is interesting, but the work lacks notes on sources, gives little evidence of thorough, independent research, and has only limited scholarly value.

Still, this amply illustrated volume holds information on a number of topics in Iowa history: it touches on the talents, foibles, and conflicts of three generations of the Maytag family; it covers Maytag marketing and technology; it sketches the impact of the company on its home town and the impact of its machines on the nation. Finally, it demonstrates that Maytag's history contains much material for further study.

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