

In short, *Cowtown Lawyers* is an excellent study that adds to an understanding of the frontier experience, raising questions for further investigation in studying the impact of the legal profession within the larger context of western development.

Iowa Pharmacy, 1880-1905: An Experiment in Professionalism, by Lee Anderson. Iowa City: University of Iowa Press, 1989. ix, 177 pp. Illustrations, appendix, notes, index. \$22.00 cloth.

REVIEWED BY KEACH JOHNSON, EMERITUS, DRAKE UNIVERSITY

Lee Anderson, a former pharmacist who received a Ph.D. in history from the University of Iowa in 1987, has made an important contribution to our knowledge and understanding of Iowa history by writing a sophisticated account of an important but little-known subject. Readable and scholarly, *Iowa Pharmacy* is clearly and gracefully written, thoroughly researched, analytical and interpretive, and sound and sure-footed in content and interpretation. It is a compact volume, lean and muscular, closely reasoned and tightly organized. The book is broader in meaning and scope than its title suggests, including physicians as well as pharmacists in its analysis of the growth of Iowa's health care system and examining the origin and nature of professionalism in the process.

Anderson opens with a lively description of public health in frontier Iowa, where the scattered population, prevalence of self-medication, confused and uncertain state of medical knowledge, and popular distrust of elitism rendered professionalism difficult if not impossible. Conditions soon changed, however; the passing of the frontier, rapid settlement and growth, higher living standards, and mounting public pressure for state regulation of the problems of an emerging industrial society opened the door to professionalization in the 1870s. Seizing upon the awakening health consciousness of Iowans and their growing faith in medical science, "elites" in the Iowa State Medical Society and the newly formed Iowa State Pharmaceutical Association (ISPA) persuaded the Eighteenth General Assembly to enact two landmark pieces of regulatory legislation in 1880. One created the State Board of Health consisting of seven physicians to protect and improve public health in Iowa. The second law reserved to registered pharmacists the exclusive right to compound or dispense physicians' prescriptions or to retail dangerous drugs for medical use and set up a State Commission of Pharmacy comprising three pharmacists to examine and certify applicants for registration.

Professionalization ran into trouble almost immediately, becoming entangled with temperance, "easily the hottest political topic of the era" (42). Seeking the support of temperance forces, pharmacists argued that state regulation of pharmacy would eliminate the "dram shops" which posed as drug stores but dealt principally in the sale of liquor for "medicinal purposes" (42). The cooperation of pharmacists and prohibitionists soon proved to be an uneasy marriage of convenience, as revealed in their conflicting interpretations of the Pharmacy Law of 1880. Prohibitionists regarded the law as a temperance measure designed to strengthen control of the liquor traffic. Pharmacists viewed it as a public health measure designed to enhance their status by strengthening professional standards and raising the level of pharmaceutical practice. These differences triggered a long and tortuous struggle over the role of pharmacists as enforcement agents in the state's liquor control system. Frustrated pharmacists were caught between their desire to improve their public image by eliminating dram shops and their professional need to use liquor for legitimate medical purposes.

Anderson thinks that the results of professionalization were mixed at best, partly because pharmacists were unable to agree on their goals. There were "four identifiable groups" (85) of pharmacists with conflicting views regarding the nature and purpose of professionalization: one group viewed the ISPA as a political organization designed to uphold the rights and interests of pharmacy in the state legislature; a second group wanted the association to focus on trade problems, such as price cutting; a third favored a fraternal approach to develop a sense of community; and a fourth associated with the professional schools urged the association to serve as a scientific forum. Torn by bitter internal dissension, the ISPA was not very successful on any of the four fronts. Weary of the "interminable debate" (88) over liquor sales, many pharmacists became "fed up" (87) with politics in the 1890s. Membership in the ISPA dropped from 639 in 1884 to 278 in 1894, or from one-third to less than 13 percent of all registered pharmacists in Iowa. Many business-minded pharmacists became disenchanted with the ISPA's failure to deal with trade problems, which worsened in the 1890s, particularly in urban centers where pharmacists contended with doctors dispensing their own medicine and department stores competing for the patent medicine and sundries markets, traditional mainstays of pharmacy. Convinced that they could not survive on prescriptions alone, business-oriented pharmacists in large numbers turned for help from the ISPA to other organizations.

Anderson asks, in conclusion, why the results of professionalization in pharmacy were "meager" (127) compared to the spectacular professional success of physicians. He answers that pharmacists lost control of pharmaceutical technology to corporate drug manufacturers, whereas doctors retained control of health care technology through the hospitals which became "bastions of the physicians' professional domain" (130). Further, pharmacists suffered from the popular belief, justified or not, that they had failed to live up to their professional obligations in selling liquor, patent medicine, and dangerous drugs, while physicians were active in the movement to reform these trades, appearing as leaders in the emerging system of professionalized health care. Anderson's answer is not altogether convincing; he acknowledges that the gap between science and practice was as wide in medicine as in pharmacy and that doctors were guilty of drug abuse. *Iowa Pharmacy* is, nonetheless, a valuable contribution to a neglected part of Iowa history and, in a larger sense, an insightful study of how the search for occupational efficiency, order, and stability shaped the growth of modern America.

Home Town News: William Allen White and the "Emporia Gazette," by Sally Foreman Griffith. New York: Oxford University Press, 1989. viii, 241 pp. Notes, illustrations, index, bibliography. \$24.95 cloth.

REVIEWED BY TOM MORAIN, LIVING HISTORY FARMS

William Allen White was lionized during his lifetime as America's favorite small-town newspaper editor. White wrote his first editorial for the struggling *Emporia Gazette* in 1895, entered actively into the affairs and politics of the Kansas community, and within a decade had turned the paper into a profitable enterprise. During the same years, White acquired a national reputation as a spokesman for small-town America through the publication of short stories, frequent articles for other newspapers and magazines, and especially a scathing editorial on Kansas Populism written in an angry fit after an encounter with some local farmers. White's efforts to promote his national reputation while at the same time remaining a spokesman for Emporia, particularly its business community, created difficulties for him. The 1896 editorial, "What's the Matter with Kansas?" which so pleased Republican party officials and first brought him national attention, created ill feeling at home that severely tempered White's pleasure in his new fame. Those tensions—and the skill with which White handled them—animate Sally Foreman Griffith's masterful study, *Home Town News*.

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