

fish and Easter dishes, were not always kosher, but it raised funds for countless Jewish projects.

Collectors of Jewish cookery will treasure the recipes. The book as a whole fills many holes in the narrative of Jewish immigration, and the appendixes and bibliography are invaluable for scholars. This is a "must read" for any cultural scholar.

Creating Dairyland: How Caring for Cows Saved Our Soil, Created Our Landscape, Brought Prosperity to Our State, and Still Shapes Our Way of Life in Wisconsin, by Edward Janus. Madison: Wisconsin Historical Society Press, 2011. xi, 208 pp. Illustrations (many in color), sidebars, notes, bibliography, index. \$26.95 paper.

Reviewer Barbara J. Dilly is associate professor of anthropology at Creighton University. Her research and writing focus primarily on ethnocultural issues related to the sustainability of farming communities in northeast Iowa.

In *Creating Dairyland*, Edward Janus argues that over the years those Wisconsin dairy farmers who succeeded in the dairy industry did so because they became missionaries of the "Gospel of the Cow." By professing faith in cows to improve their way of life socially and economically, they also dignified their labors and saved their soil. Through detailed historical analysis of the Wisconsin dairy industry and nine comparative ethnographic accounts of contemporary dairy farmers and their families Janus reveals the central themes of their lives: sustainability and prosperity, both of which are central values in midwestern family farming.

This study offers an opportunity to examine Iowa family farming experiences with social and economic reform agendas compared to those of Wisconsin farmers. According to Janus, the "Gospel of the Cow" emerged out of a progressive reform movement during the "Golden Age of Agriculture" to redeem a fallen agriculture. Speculators and frontier farmers had worn out the soil by growing wheat for quick profits. The reform agenda promoted a new kind of "yeoman farmer-entrepreneur-intellectual" who would apply scientific principles to more efficient management of the local environment with the aid of improved dairy cow herds. Increased milk production for urban markets would bring them prosperity and social advances. As was the case with all scientifically driven reforms in midwestern agriculture, however, greater efficiency meant more control by capitalists, cheaper prices for commodities, and less profit for farmers. Janus explains in detail how farmers learned that profits were not just a matter of over-

coming ignorance of modernization through scientific principles to better manage resources; profits were also about control of markets.

Janus skillfully chronicles several eras of Wisconsin dairy farmers' strategic scientific adoption of new technologies and modernization agendas. Each of these increasingly intensive strategies was quickly overwhelmed by capital forces and consumer demands for cheaper products. Ever faithful to the "Gospel of the Cow," a new generation of dairy farmers in Wisconsin is writing a new testament in intelligent and efficient strategies to stay in business. These farm families are prospering by adopting a more sustainable system of harmony with the soil, animals, and people. Through detailed accounts of these diverse, locally specific adaptations, Janus reveals that there is no one model for survival in the twenty-first century. But in each case, those who prosper in the dairy industry all demonstrate a willingness to practice soil conservation and improve farming practices. They are willing to change direction and to engage in hands-on labor. These farmers avoid large debts and add value to their products by developing new skills and markets. Most importantly, they define prosperity in moral and spiritual terms.

Janus's work here is prophetic. Can a more spiritual connection to land, animals, plants, and consumers through hard work and better science shape a moral philosophy for farm families to live by as well as guarantee environmental and economic sustainability for the future? Iowans who farm or care about farming should be engaged in this conversation.

Principle over Party: The Farmers' Alliance and Populism in South Dakota, 1880-1900, by R. Alton Lee. Pierre: South Dakota State Historical Society Press, 2011. ix, 255 pp. Illustrations, notes, bibliography, index. \$32.95 cloth.

Reviewer Jeff Kolnick is associate professor of history at Southwest Minnesota State University. His dissertation (University of California, Davis, 1996) was "A Producer's Commonwealth: Populism and the Knights of Labor in Blue Earth County, Minnesota, 1880-1892."

R. Alton Lee has been laboring in the vineyard of rural history for many years; his latest contribution is a fitting tribute to a person who has helped us understand the ways politics shapes the struggles and lives of farmers and workers in the American Midwest. The case of South Dakota Populism is particularly instructive in this regard. For students of the Farmers' Alliance and the People's Party, this book will reinforce many common threads; for those new to the literature, it is