

In Kaufman's hands, the story of Frank Novak provides an ideal springboard for lively discussions of these groundbreaking developments.

*Skull in the Ashes* is highly recommended for Iowa history buffs who will appreciate Kaufman's rich characterizations and descriptions of Iowa lawyers and judges, newspapers, courtrooms, and prisons. More general readers will also be captivated by this thrilling turn-of-the-century tale of murder and its aftermath. The black-and-white period photographs, especially those inside Anamosa, are a fine addition to the book.

*"Inherently Bad, and Bad Only": A History of State-Level Regulation of Cigarettes and Smoking in the United States since the 1880s, Volume 1, An In-depth National Study Embedding Ultra-Thick Description of a Representative State (Iowa)*, by Marc Linder. Iowa City, 2012. 3,758 pp. Online publication only at <http://ir.uiowa.edu/cgi/viewcontent.cgi?article=1001&context=books>.

Reviewer Matthew M. Mettler earned his Ph.D. in history at the University of Iowa in 2013. He is the author of "A Workers' Cold War in the Quad Cities: The Fate of Labor Militancy in the Farm Equipment Industry, 1949-1955" (*Annals of Iowa*, 2009).

University of Iowa law professor Marc Linder's online history of cigarette regulation is the first scholarly effort to pull into one narrative the complicated and varied histories of state-level cigarette regulation dating back to the 1880s. It is a monumental task and, free of the editorial demands of the printed page, Linder uses 3,758 pages to accomplish it.

The book is divided into six parts that explore two main narratives: the mixed success of the Woman's Christian Temperance Union (WCTU) in banning the sale and public consumption of cigarettes on the state level from the 1880s to the 1920s, and the movement to outlaw second-hand smoke in public from the 1970s to the present. The state of Iowa, which had the nation's longest sales ban (1896-1921), is the focus of three of the six parts. Although the themes of social reform, public health, and American politics and industry are constant, Linder relegates them to the periphery of his straightforward and highly detailed legal and legislative history of state cigarette regulation laws and court rulings, as well as the political contexts that explain their passage and repeal. The author neglects secondary historical work that would enrich the project, but the primary research that he uses is impressive, consisting of thousands of original sources from legal, government, press, and social reform organization archives.

As Linder acknowledges in the preface, the extraordinary length and detail of his study demands justification. Linder bases his justification in what he correctly sees as an absence of historical scholarship on the early period of anti-cigarette state legislation. Cassandra Tate's *Cigarette Wars* (1999) covers this time period, but she neglects state-level regulation. Linder fills this hole in the literature by covering every state, focusing especially on those in the Midwest and West that had the most successful legislation. However, Linder could have filled this hole in the literature adequately in a fraction of the pages. In fact, there is no justification for the book's length beyond the author's desire to include so much highly detailed material for the record. Indeed, a healthy portion of the 3,758 pages consists of unnecessary extended block quotes and massive explanatory footnotes. Despite the length of this volume, a second volume is planned.

Those who plow through the details will be rewarded with some fresh and interesting history, including a narrative of Iowa's militant socialist WCTU president Marion Howard Dunham; a fascinating history of state legislatures banning smoking in the legislative chambers that dates back to the seventeenth century and constitutes the first political regulation of second-hand smoke; and a detailed explanation for why recent smoke-free air acts took decades to become law in Iowa.

Problematic to Linder's justification for the project is that all the added detail fails to substantially alter the historical understanding of early state cigarette regulation, which views it as a product of religious and moral crusading by the WCTU for unenforceable laws that, at the time, were taken even less seriously by most Americans than the WCTU's alcohol prohibition advocacy. Linder tries to change the record by overplaying the importance of the more secular and even socialist wings of the anti-cigarette movement that used scientific and public health appeals instead of religious moral control.

That decision serves the author's larger ideological purpose for the book. Beginning with the title, "*Inherently Bad, and Bad Alone*," Linder makes clear that this will be a polemical history with a clear villain in Big Tobacco, which valued profit over public health and democracy. By highlighting the emerging scientific and public health basis for banning cigarettes in the 1890s, Linder challenges the popular perception that cigarettes were understood as a menace to public health only after *Reader's Digest* republished Roy Norr's famous article, "Cancer by the Carton," in 1952. But Linder does not need to paint the early anti-cigarette movement into something that it was not in order to establish the book's primary contribution, which is showing that Big Tobacco has been vigorously undermining democratic public

health initiatives from the beginning. It is a fine point that ought to be argued more prominently and creatively to enliven a narrative that often suffers under the weight of detail.

Because of its length and detail, the work is best suited for use as a reference tool. It includes a descriptive table of contents and is also searchable by keyword. This resource will be of particular interest to legal scholars, historians, public health policy experts, and those with an interest in gaining a detailed understanding of how one powerful industry can corrupt democratic politics.

*Houses Without Names: Architectural Nomenclature and the Classification of America's Common Houses*, by Thomas C. Hubka. Vernacular Architecture Studies. Knoxville: University of Tennessee Press, 2013. x, 112 pp. Illustrations, notes, index. \$29.95 paperback.

Reviewer Fred W. Peterson is professor emeritus of art history, University of Minnesota, Morris. He is the author of *Homes of the Heartland: Balloon Frame Farmhouses in the Upper Midwest, 1850–1920* (1992) and “Tradition and Change in Nineteenth-Century Farmhouses” (*Annals of Iowa*, 1993).

*Houses Without Names* presents a method for identifying common houses across the nation according to 14 generic house types and the respective floor plans most frequently used to divide and allot functions to interior spaces in each type. This method corrects the failure of guidebooks on American houses that overlook common houses by classifying dwellings according to architectural styles such as Federal, Gothic Revival, or Queen Anne.

According to Hubka's methodology, fieldwork surveys result in noting dominant generic house types in a particular locale or region. Identifying structures representing a specific generic house type allows one to interpret the interior floor plan on the basis of observing and analyzing exterior shape, form, and massing of the house. Location of the kitchen reveals the arrangement of adjacent rooms. The ability to interpret type, size, shape, and placement of windows confirms location of living room, dining room, bathroom, and bedrooms.

A survey of Muscatine and Keokuk counties in Iowa would reveal a dominant house type that is identified in various locales as Hall and Parlor, I-House, Center Passage, or Single Pile, but in Hubka's nomenclature these titles can be designated as #2 Two-Room & One Room Deep Plan Types. This classification designates a single nomenclature that furthers study by researchers wherever the house type is located in the nation. Assigning a name to a common house recognizes its existence in time and place, establishes relationships to other house types,