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In This Issue

MATTHEW LINDAMAN, professor of history at Winona State University, illustrates the efforts of the Younkers department store in Des Moines to project an image of sacrifice and civic engagement during World War II while simultaneously creatively planning for the postwar years. Mixing support for the war effort with promotions encouraging the public to keep shopping, Younkers's version of the politics of sacrifice, Lindaman concludes, proved that patriotism and the promotion of purchasing were not exclusive during the war.

COREEN DERIFIELD, history instructor at East Central College in Union, Missouri, shows that a national movement of women working outside of the home converged with an industrial boom in Iowa to spark tremendous growth in the number of Iowa women working in manufacturing between 1950 and 1970. Her survey of those female factory workers indicates that a variety of manufacturing firms hired women under different conditions, and a range of push and pull factors motivated women to work for those industrial firms.

Front Cover

Younkers employees staged a parade on D-Day to kick off the fourth war bond drive in 1944. For more on Younkers's civic engagement in support of war efforts, see Matthew Lindaman's article in this issue. Photo from Younkers, Inc. Records, State Historical Society of Iowa, Des Moines.

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Contents

- 1 First the War, Then the Future:
Younkers Department Store and the
Projection of a Civic Image during World War II
Matthew Lindaman
- 28 "I Thought of the Money that We Could Use":
Iowa Women and Industrial Wage Work, 1950-1970
Coreen Derifield
- 60 Book Reviews and Notices
- 96 New on the Shelves
- 99 Announcement
-

A QUARTERLY JOURNAL OF HISTORY FOUNDED IN 1863
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Book Reviews and Notices

- 60 ROBERT M. LINDHOLM AND W. RAYMOND WOOD, *Karl Bodmer's America Revisited: Landscape Views across Time*, by Rachel M. Sailor
- 61 MARK WILLIAM KELLY, *Lost Voices on the Missouri: John Dougherty and the Indian Frontier*, by Robert Willoughby
- 63 MICHAEL PASQUIER, ED., *Gods of the Mississippi*, by Darrel E. Bigham
- 65 J. SPENCER FLUHMAN, "A Peculiar People": *Anti-Mormonism and the Making of Religion in Nineteenth-Century America*, by A. R. Blair
- 66 R. J. M. BLACKETT, *Making Freedom: The Underground Railroad and the Politics of Slavery*, by Galin Berrier
- 68 PAUL N. BECK, *Columns of Vengeance: Soldiers, Sioux, and the Punitive Expeditions, 1863–1864*, by J. T. Murphy
- 70 H. GLENN PENNY, *Kindred by Choice: Germans and American Indians since 1800*, by Thomas A. Britten
- 72 THOMAS DOHERTY, *The Best Specimen of a Tyrant: The Ambitious Dr. Abraham Van Norstrand and the Wisconsin Insane Hospital*, by Ellen Dwyer
- 73 DOUGLAS D. SCOTT ET AL., *Custer, Cody, and Grand Duke Alexis: Historical Archaeology of the Royal Buffalo Hunt*, by Jeremy M. Johnston
- 74 LINDA ENGLISH, *By All Accounts: General Stores and Community Life in Texas and Indian Territory*, by Jeff Bremer
- 76 DARON W. OLSON, *Vikings across the Atlantic: Emigration and the Building of a Greater Norway, 1860–1945*, by Anna M. Peterson
- 78 ROBERT L. DORMAN, *Hell of a Vision: Regionalism and the Modern American West*, by Edward Watts
- 80 MICHAEL J. PFEIFER, ED., *Lynching Beyond Dixie: American Mob Violence Outside of the South*, by Shawn Leigh Alexander
- 82 WILLIAM H. TISHLER, ED., *Jens Jensen: Writings Inspired by Nature*, by Rob Sovinski
- 83 ELESHA COFFMAN, *The Christian Century and the Rise of the Protestant Mainline*, by Bill Douglas
- 85 GLEN JEANSONNE, *The Life of Herbert Hoover: Fighting Quaker, 1928–1933*, by Cal Coquilllette
- 87 EILEEN M. WIRTH, *From Society Page to Front Page: Nebraska Women in Journalism*, by Kimberly Wilmot Voss
- 89 JENNY BARKER DEVINE, *On Behalf of the Family Farm: Iowa Farm Women's Activism since 1945*, by Nancy K. Berlage
- 91 DONALD B. KRAYBILL, ET AL., *The Amish*, by Rod Janzen
- 93 LINDA ALLEGRO AND ANDREW GRANT WOOD, EDs., *Latin American Migrations to the U.S. Heartland: Changing Social Landscapes in Middle America*, by Felipe Hinojosa