

All the profiled women intended their financial donations to increase a variety of opportunities, and therefore financial security, for other women. Interestingly, these wealthy women did not see themselves as reformers or grassroots organizers. Instead their contributions supported high-profile reformers—including Alice Paul and Margaret Sanger—by lending legitimacy, making connections, and financing offices, management, publicity, and research.

This book devotes two chapters each to movements—suffrage, higher education, and birth control rights—in which wealthy women succeeded in advancing women's strides. Chapter three, "Dictating with Dollars," contains perhaps Johnson's most intriguing argument, as she demonstrates the limitations of wealth and power. Johnson illustrates wealthy women's unsuccessful attempts at building cross-class alliances with working—that is, wage-earning—

women. Young Women's Christian Association (YWCA) leader Grace Dodge and Women's Trade Union League (WTUL) leaders Mary and Margaret Dreier Robins strove to empower working women but failed to fully recognize the existing cultural divides. Privileged women thought of themselves as workers, and therefore believed they could relate to wage-earning women; their naiveté contributed to social boundaries that remained impermeable. Chapter three is a useful reminder that money and power cannot always combat social inequalities. *Funding Feminism* is highly readable and relevant for anyone interested in women's history, philanthropy, and social justice.

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Baking Powder Wars: The Cutthroat Food Fight that Revolutionized Cooking

By Linda Civitello

(Urbana: University of Illinois Press, 2017. Pp. ix, 252. Illustrations, appendix, notes, bibliography, index. Cloth, \$95.00; paper \$19.95.)

Apple pie might earn the patriotic superlative for "Most American" baked good, but it simply cannot

compare to the variety of baked goods that arose from the "chemical independence" provided by

American-made baking powders. In *Baking Powder Wars*, Linda Civitello demonstrates how baking powder answered anxieties about America's evolving culture, helped shape a national foodways, and changed the role of domestic labor in the American home.

Civitello begins with the history of baking before the advent of mass produced chemical leaveners and focuses on the labor and effort involved in the process. Baking was central to early American foodways. Home cooks, almost exclusively women, relied on a variety of natural leaveners, such as airborne yeasts or emptins (a byproduct of home-brewed beer) to make their bread. These leaveners were unreliable and often required the baker to spend a significant amount of time kneading to fully incorporate them into the dough. This was hard work and American women were eager for shortcuts.

Chemical leaveners allowed American women to "experiment, innovate, and create" with recipes, all while reducing their labor in the kitchen (p. 17). Thanks to early baking powders, cakes evolved into everyday American foods and the immediacy of the chemical rise helped develop a variety of quick breads, muffins, and other baked goods. Despite these advances, chemical leaveners did not revolutionize baking overnight. Cookbooks would

call for baking powder, but reference one of its many names—including sodium bicarbonate, saleratus, super carbonate, or yeast powder—leaving readers wondering which product they should use. The burgeoning packaged food industry was eager to capitalize on this confusion.

As the title warns, the history of baking powder involves several short, but bitter wars fought on several grounds: the field of advertising; the use of chemical components like cream of tartar and alum; issues of food adulteration; and, ultimately, price.

Taking advantage of the rising consumer culture of the nineteenth century, corporations like the Royal Baking Powder Company helped pioneer new forms of advertising such as the corporate cookbook. These pamphlet-style books exclusively used the company product and featured numerous recipes with the company name such as "Royal Oatmeal Puffs" and "Royal Sally Lunns" (p. 57). These strategies helped build brand awareness and used critical language that directed consumers away from their competitors' products.

After several dense chapters about the cutthroat nature of the baking powder industry, Civitello's research shifts focus to the role of baking powder in the growing field of Home Economics and the national nutritional crusades of the late nineteenth and early twentieth centuries.

Another chapter investigates the expansion of baking powder during World War I as doughnut girls served American-style chemically-leavened doughnuts to soldiers on the front lines. Back in the states, Civitello also touches upon the ways baking powder facilitated patriotic Wheatless Mondays and Wednesdays and helped housewives produce War Breads and Victory Breads out of unrationed grains like corn, rye, oats, and barley which relied on baking powder to rise properly.

Despite these rich and appetizing anecdotes, portions of Civitello's research, like the dense chapters concerning the corporate jockeying of the Baking Powder Trust, are hard to digest. That said, throughout her research, Civitello shines a light

on baking powder's darker past, pointing out numerous instances of systemic racism and gendered marketing strategies used by the baking powder industry. She also raises important questions concerning health and the use of baking powder, the "indispensable invisible ingredient" of American cuisine. Although it is not inherently unhealthy, baking powder facilitated the proliferation of fast-foods and everyday baked goods. While Civitello acknowledges this dietary concern in her final chapter, she leaves plenty of room for future scholarship to rise.

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From Warm Center to Ragged Edge: The Erosion of Midwestern Literary and Historical Regionalism, 1920–1965

By Jon K. Lauck

(Iowa City: University of Iowa Press, 2017. Pp. 252. Notes, references, index. Paper, \$27.50.)

In *From Warm Center to Ragged Edge*, Jon K. Lauck posits that early twentieth-century midwestern literature negatively affected the region's image. Since at least 2013, upon the founding of the Midwest History Working Group, Lauck has been a tireless advocate for Midwest Studies, and this is his second book

for the University of Iowa Press series "Iowa and the Midwest Experience." In it, he addresses a wide range of midwestern literary and historical figures, including Indiana University historians John D. Barnhart and R. Carlyle Buley, as well as Indiana authors Booth Tarkington, Scott Russell Sanders, Michael Martone,