

The Rise of the Dairy Industry in Wisconsin: A Study in Agricultural Change, 1820-1920. By Eric E. Lampard. (Madison: The State Historical Society of Wisconsin, 1963. Pp. xii, 466. Map, tables, notes, bibliography, appendix, index. \$6.00.)

Agricultural history has never achieved its rightful place in American historiography or in the study of the nation's economic development. There is growing evidence, however, that this situation is gradually being corrected. One of the best current examples of a significant volume in agricultural history is the book under review. Comprehensive in scope, thorough in research, clear in expression, and solid in interpretation, Eric E. Lampard's study of dairying in Wisconsin makes a distinct contribution to both agricultural history and the more general economic history of the Midwest. Moreover, it contributes to a better understanding of economic development.

The author lays the background for a consideration of Wisconsin's dairy industry by discussing the settlement of Wisconsin and its early search for agricultural stability and prosperity. Wheat became the main cash crop before 1860 and continued to contest for pre-eminence until it went into permanent decline after 1880. Although the early settlers had a few cows, dairying was initially a household and seasonal business handled largely by farm women. The resulting butter and cheese were of uncertain quality and sales were largely confined to local markets.

Under the leadership of several enterprising dairymen, however, an increasing number of farmers had turned to commercial dairying by the time of the Civil War. The associated dairy system, where farmers delivered their milk to a central plant, was begun in Wisconsin during the 1860's. Within a few years cheese production had moved from the farm to the factory, and by the late 1880's commercial creameries were producing most of the state's market butter. Once committed to dairy specialization, farmers saw the need to increase their efficiency. This was done by adopting scientific principles of feeding and breeding and by emphasizing improvements in farm management. To the dairyman farming became a business wherein he sought to decrease his unit cost and maximize his profit. Surpluses were almost a constant problem for Wisconsin dairymen in the late nineteenth century, but under pressure from manufacturers standards were raised to assure higher quality products and to expand potential markets. Farmers often opposed public health measures and quality standards—an indication that they did not recognize their own best long-run interests.

It is interesting to learn that Wisconsin dairy farmers tried to meet their problems through better business methods. Dairymen, for example, did not have much faith in the Populist solutions to agriculture's ills and relied more heavily on education, science, and improved farm practices to solve their difficulties. They did turn to government for protection against the competition of oleomargine, but free silver and government ownership of railroads seemed to have had little appeal for them. Rather than turning to party politics, dairymen used the techniques of modern business lobbies to achieve their objectives.

After 1900 dairying became the dominant type of farming in Wisconsin. Moreover, on the basis of commodities, processing of dairy

products was the state's leading industry by 1920, emphasizing the close relation and interdependence between agriculture and industry. Dairy farming and dairy manufacturing provided a sound base for Wisconsin's economic growth. The importance of the role of markets in economic development is clearly shown in this study.

Professor Lampard has set an enviable example to others who are interested in writing similar state or regional studies. The history of agriculture is important for its own sake, but it takes on new and more meaningful dimensions when it is fitted into a broader economic context as has been done so well in *The Rise of the Dairy Industry in Wisconsin*. This volume is a worthy winner of the David Clark Everest Prize in Wisconsin Economic History.

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Moorings Old and New: Entries in an Immigrant's Log. By Paul Knaplund. Foreword by Merle Curti. (Madison: The State Historical Society of Wisconsin, 1963. Pp. x, 276. Maps, illustrations, appendix, index. \$4.00.)

This delightful book by an historian famous for his study of the British Empire—Professor Paul Knaplund—is a highly sensitive work wherein the author expresses his deep feelings for Norway, the land of his birth, and for the United States, the country to which he came at the age of twenty-one and in which he made his academic reputation. The author discusses two moorings important to a fisher-farmer lad turned immigrant, one in the Old World and the other in the New.

The first part of the book deals with Norway and contains many magnificently written passages descriptive of the author's birthplace north of the Arctic Circle. It is an excellent account of the lives and institutions of his family and neighbors during a period when Norway first marched down the road of independence. Knaplund describes the close affinity of the Norwegian people with the land and sea and shows how he was molded by both the people and the landscape as a reverence for God, sea, mountains, land, and family became vital to him during formative years. As a young man, he was thrilled by the tales and myths of his country and had a deep religious feeling instilled in him by his parents and by the Haugeaner movement. He loved the snugness provided at the old mooring. Yet an insatiable desire to receive an education denied in Norway caused him to weigh anchor and set sail upon a sea of doubts and problems until he found safe harbor within the walls of the University of Wisconsin.

In the intervening period, Knaplund personified the story of the Norwegian youth in the Middle West, who, supplied with a limited education and no English, strove to reach the academic heights. He tells of the loneliness of the immigrant and of the problems inherent in adjusting to new horizons and to new landscapes. He discusses Norwegian immigrants whom he knew, such as Hans Christ and the Rev. H. J. Berg, and the effect that immigration had had upon their