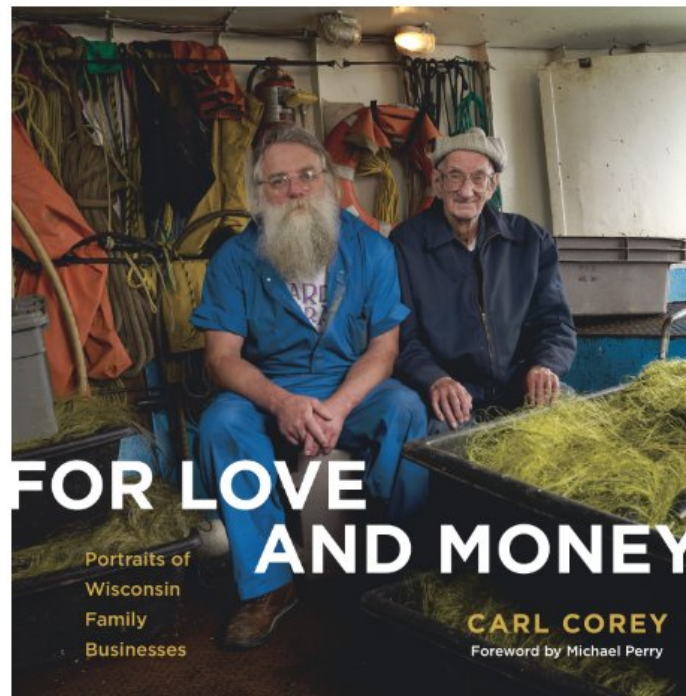


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For Love and Money: Portraits of Wisconsin Family Businesses

Carl Corey

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Carl Corey : For Love and Money: Portraits of Wisconsin Family Businesses before purchasing it in order to gauge whether or not it would be worth my time, and all praised For Love and Money: Portraits of Wisconsin Family Businesses:

0 of 0 people found the following review helpful. Five StarsBy carl coreyas described2 of 2 people found the following review helpful. Well a bit biased since my mother and father are from Wisconsin BUT good old hard work and ethics make this a beautiful bookBy CaliforniaEnjoy this wonderful book showing american commitment at its best. I love the midwest, I love the people and their work ethic, good humor and loyalty. This is a gem.1 of 1 people found the following review helpful. A coffee table book with feelingBy EarlFor Love and Money: Portraits of Wisconsin Family Businesses by Carl Corey is a beautiful and moving book that captures the many facets of family businesses through photographs.For those who like to look at expressions on faces, this collection offers a wide range, from worn but satisfied to hopeful and expectant. There is a story (or more) in every image. One that particularly touched me was the photograph of an owner whose business partner had died at work just a week or so before the picture.One fun thing I particularly enjoyed was looking closely at all of the "things" each business requires in order to offer their products or services. Many of them have tools and supplies that likely are almost as old as the business itself, which to be in this book means at least 50 years old. One business, a shoe store, has stock dating back to the 1960s. That is a fascinating picture to study.I think this will appeal not only to Wisconsin natives but to anyone who appreciates good photography that tells a story. It is also a wonderful archive of how businesses have lasted for decades, sometimes thriving and at other times simply surviving.Reviewed from a copy made available by the publisher via LibraryThing.

In his follow-up to *Tavern League: Portraits of Wisconsin Bars*, Carl Corey turns his camera on Wisconsin family-owned businesses in existence fifty years or longer. The businesses portrayed here—bakeries and barbecue joints, funeral homes and furniture builders, cheesemakers, fishermen, ferry boat drivers—have survived against all the odds, weathering tough economic times and big-business competition. The owners are loyal to their employees, their families, and themselves. And they are integral to their local economies and social fabric. The services and goods they provide are usually for neighbors and friends. Generations serve generations, creating lasting relationships and strong, vibrant neighborhoods and rural communities. In *For Love and Money*, Carl Corey provides indelible glimpses of an increasingly endangered way of life. The Museum of Wisconsin Art's Graham Reid has said, "As current and future generations come and go, these pictures will survive in the hands of the subjects, collectors, museums, and galleries. Will the businesses featured enjoy a similar longevity? Only time will tell, and we can only watch and hope, but Carl Corey has ensured that they will not be forgotten."

Simply put, Carl Corey takes important pictures. Despite having required less than a second to create, within their stolid, quiet compositions they encapsulate decades, as well as factors not so readily apparent: loyalty, honor, trust, commitment, faith, and pride. . . . While these are Wisconsin pictures, they are equally American pictures. For viewers of this book, the familiarity of a local business—maybe even one within their own family—will strike a chord, prompting reflection, appreciation, or perhaps a sense of wistful loss over what has been slowly vanishing from the fabric of American commercial life." (Graham Reid, Museum of Wisconsin Art) The phrase "re in this together" takes on a whole different light when we see Carl Corey's images of a father shoulder-to-shoulder with a son, a wife shoulder-to-shoulder with her husband, or a logger shoulder-to-shoulder with his horses. There is a patience to these photos born of people who know what it is to make something for the customer and then wait for the customer. To simply stand there with your wheels of cheese, saying, "This is what we make, this is what we sell. If you want some, we have some. Fear, hope, determination, whatever you see in Carl Corey's portraits, I would argue there is one other character strain evident throughout *For Love and Money*, and it has to do with low-key stubborn cussedness. Sometimes triumph of the human spirit is best expressed not by brassy fanfare but rather by heels dug in the ground." (Michael Perry, author of *Truck: A Love Story* and *Visiting Tom*) "An unforgettable glimpse of the heart and soul of entrepreneurs who persevere against economic hardship and tough competition, *For Love and Money* is a treasury. Highly recommended." (James A. Cox, Editor-in-Chief, *Midwest Book*)