American Jews tell stories about who they are and where they come from through a range of everyday objects and supposedly secular organizations. Religious studies professor Rachel B. Gross examines the ways many American Jews express longing for Eastern European heritage through artisanal delis, children's books and dolls, historic synagogues, and Jewish genealogy. These nostalgic activities can be understood as religious practices, illuminating how many American Jews are finding and making meaning today. This analysis points to the limits and possibilities of nostalgia, including challenges in embracing diversity among American Jews.