

for university students being drawn into American economic history and also of much more general appeal.

The limits appropriate to the history of an individual firm are notoriously difficult to define—each must seek those appropriate to itself—but the boundaries of the ‘history of business’ are more agreed. Professor Cochran takes as his central theme changes in the pattern of organization, ownership and control of enterprise, relating such changes to the main factors which have conditioned them. Hence the main stuff of the economic history text-books, which are concerned with changes in the basic aggregates of the economy, has to be taken for granted, business history being concerned with their implications for the nature of enterprise. Other themes studied here include the relations of business with government, the rise of salaried management, the interlocking of financial and business enterprise, changing ideas about the responsibilities of management.

Professor Cochran takes an honest look at the changing public reputation of private business and plots the rise of the business of manufacturing a public image through conscious public relations and advertising policy. He is equally interested in the ethical and cultural norms within which business has been conducted. There is only room for an occasional observation on the impact of organized labour on business enterprise, while that astonishing American educational phenomenon, the school of business administration, is crowded out altogether. All in all, the sooner some of these topics, which are of great moment in the development of North America and Europe in the present century, find their way into the general history text books the better. Business history may prove one of the means by which the impact of men upon their environment returns to the economic history text-books—at the moment so exclusively concerned with the reverse reaction.

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RICHARD C. WADE. *The Urban Frontier: The Rise of Western Cities, 1790–1830*. (Cambridge: Harvard University Press. 1959. Pp. 362. \$6.00.)

The thesis advanced in *The Urban Frontier* is, in brief, that the city represented the dynamic force in the development of the American West in the pre-railroad era. Not only did each of the cities which Professor Wade has studied – Pittsburgh, Cincinnati, Lexington, Louisville, and St. Louis – establish economic dominance over its countryside, but it also became a social and intellectual center. As the agency through which the elements of Atlantic civilization flowed to the rural population, the city ‘speeded up the transformation of the West from a gloomy wilderness to a richly diversified region.’

Professor Wade makes clear in his comparative study of the economic and social growth of the five cities that the early western urbanites acted more as urbanites than as westerners. As entrepreneurs alert to economic opportunities, merchants in each of the cities took full advantage of a strategic geographical location to establish a trading center. Like urban communities elsewhere, these frontier cities very early developed stratified societies, in spite of the fact that travellers confused ‘a certain intimacy among groups’ in churches and civic organizations with ‘the genuine egalitarianism which had in fact disappeared from frontier cities in their first decades’. Members of the mercantile community, who controlled city governments, usually assigned

priorities in the allocation of scarce resources for the many needed civic improvements on the basis of short-range commercial considerations. To the early city fathers of the West, wharves were more important than adequate drainage facilities.

Although Professor Wade does not mention the name of Frederick Jackson Turner, his work presents another challenge to the 'frontier theory' of American history. 'Though Western towns arose on virtually unsettled land, indeed, in some cases on the very edge of the frontier, and though their situation freed them from old restraints and traditions, their deepest urge was to be like the great cities across the mountains. In short, the challenge of the West, far from producing a bold and fresh response from urbanites, led to a concerted effort to bring established institutions and ways to the new country.'

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PAUL C. HENLEIN. *Cattle Kingdom in the Ohio Valley 1783-1860*. (University of Kentucky Press. 1959. Pp. vii + 198. \$6.50.)

From the time of the earliest settlements in the Ohio valley different lands gradually came to specialize in different agricultural activities. Certain areas—notably the bluegrass region of Kentucky and, to the north and west, certain valleys of tributaries of the Ohio River—had natural advantages in the fattening of beef cattle. The region of production gradually moved west into Indiana and Illinois. The main features encouraging cattle production were an open range, natural grasses and conditions suitable for corn-growing. Existing stock was slowly improved, not least by the importation of breeding stock from Britain; the first direct importation from Britain to the Ohio Valley occurred in 1817 but later two companies were formed for this purpose, in 1833 the Ohio Company for Importing English Cattle, and in 1853 the Northern Kentucky Importing Company. The beef was marketed partly in the growing towns of the region itself (though the great pork-packing centre of Cincinnati was never of great importance for beef and little went to Chicago from this region before 1860), but more particularly in the larger towns of the East. Large scale overland drives to the East began as early as 1805; the first to New York was in 1817. At the receiving end, slaughter houses and marketing methods were gradually evolved. These processes reached a climax in the period 1835-1860 when the cattle industry of the Ohio Valley showed many features which foreshadowed the Great Plains cattle kingdom of 1865-85.

Many incidental points of interest emerge from Dr Henlein's account. The Erie Canal played a minor rôle in the developments he describes. Much meat from Ohio came to be exported from New York, since the expansion of these exports came after the mid-1840's it may be presumed that the meat in question came largely to Britain whose imports of American beef were expanding rapidly at this time. The regularization of the industry depended upon accurate weighing; at first the cattlemen lacked weighing scales, but by the 1850's a scaleworks was in business in Cincinnati. Beef prices fluctuated wildly and their movements are here described in detail.

No doubt the case is overstated, as the author admits when he describes the diversification of agriculture, even in the cattle regions, in the Ohio Valley. Cattle never dominated the region as they did later the open range cattle kingdom of the West; the cultivation of hemp, wheat and tobacco in the same