

complex. He notes that there is little substance behind grandiose claims of Snowbelt advocates. Those midwestern cities that have rebuilt and retooled their economies are beginning to meet regional challenges, but those who have not face serious crises.

Within this complex context Bernard detects three significant patterns of urban politics in the Snowbelt. In some midwestern cities such as Indianapolis and Milwaukee, business interests tended to exercise control. In others, such as Chicago, black leaders assumed control. A third alternative was in cities represented by Cleveland and Kansas City, where alliances of business people, white ethnics, minorities, and reformers contributed to ruling cliques. Economic development ebbed and flowed in accordance with the goals and particular hopes of these shifting power structures.

Although Bernard's essay is tightly knit and cogent, most of the remaining contributions are not. They tend to be far-ranging and discursive, often straying from the basic themes. Most of the authors provide compact, narrative histories of the political development of their respective cities, and include useful bibliographies. The book is not so much a disciplined analysis of the Snowbelt as a useful reference work. It provides short summaries of urban politics in the Middle West and Northeast. Urban historians will find it to be a useful work.

Local Businesses: Exploring Their History, by K. Austin Kerr, Amos J. Lovejoy, and Mansel G. Blackford. Nearby History Series. Nashville, TN: American Association for State and Local History, 1990. xiv, 128 pp. Illustrations, index. \$14.95 paper.

REVIEWED BY WILLIAM B. FRIEDRICKS, SIMPSON COLLEGE

Over the past two decades or so, many historians have become worried that their discipline is far too specialized and no longer reaches a broad audience. Because the editors of the Nearby History Series believe history is both valuable and useful, they have attempted to rekindle the interest in history by taking it out of the academy and putting it back in the hands of the public. As the series title indicates, this collection of books focuses on local rather than national or international issues. Within this framework, *Local Businesses* is a worthy addition.

For hundreds of years, masters have passed on their skills and the "mysteries of the trade" to interested young people through apprenticeship systems. And so it is with this book. Here, two leading business historians and a chief curator of a historical museum have teamed up to pass on the "secrets of the business historian's craft" in a

lively, easy-to-follow guidebook describing the techniques of researching and then writing the history of local businesses.

Logically organized, this slim volume begins with an overview explaining the value of exploring local business history. It then covers the nuts and bolts of doing such a history: examining the internal story of a company and setting that narrative against the broader fabric of the community, the industry, the labor force, and the role of government. This section is followed by two chapters dealing with the issue of sources. Readers are not only introduced to the various types of sources (primary and secondary as well as internal company documents and external governmental records) to consult but also advised on the types of questions to ask. The book concludes with a short survey of the field of business history itself—its research approach, the institutional or organizational synthesis—and offers readers ideas on what to do with their completed local business histories.

But this book offers more than just a treasure trove of tips for novice business historians. Interspersed within the narrative are several short two-to-three-paragraph explanatory pieces that use the research and findings of professional historians to illustrate some of the major issues and problems currently encountered in the field. In addition, for those wishing to delve deeper into business history, brief, up-to-date bibliographies including the most recent research may be found at the end of each chapter.

Local Businesses seems to dispel the old adage, "Those who can, do, and those who can't, teach." Although all of the book's authors actively pursue their own research projects, they are also very successful in teaching the business historian's craft to their readers. Written for anyone interested in history and particularly those wishing to examine local businesses, this fine how-to book should also find a wide audience among students and scholars.

Public and Academic History: A Philosophy and Paradigm, by Phyllis K. Leffler and Joseph Brent. Public History Series. Malabar, FL: Robert E. Krieger Publishing Co., 1990. viii, 97 pp. Notes, index. \$16.00 cloth, \$11.95 paper.

REVIEWED BY PHILIP V. SCARPINO, INDIANA UNIVERSITY/PURDUE UNIVERSITY, INDIANAPOLIS

Public history has been alive and well throughout the twentieth century, even though the present public history movement is only about fifteen years old. As recent public historians have sought a past for themselves, Benjamin F. Shambaugh, who edited the Iowa Applied

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