

mining museums, particularly in the West, would undoubtedly find Grossman's work helpful in contextualizing the role engineers played in developing the industry and managing the mines. But Grossman did not appear to be writing for that audience or public historians in general.

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Oil and Urbanization on the Pacific Coast: Ralph Bramel Lloyd and the Shaping of the Urban West by Michael R. Adamson (284 pp.; West Virginia University Press, 2018).

Ralph Lloyd was a businessman who accumulated significant wealth throughout the first half of the twentieth century by developing oil resources in California's Ventura Avenue field, a fortune he grew by purchasing and developing real estate in Los Angeles and Portland, Oregon. Michael Adamson presents this history of a small businessman's efforts to accumulate capital as a study that illustrates intersections of energy development and urban growth. He situates the study within literature that foregrounds the "independent" oil man as an influential actor within the industry. Drawing upon Martin V. Melosi and others' conception of "energy capitals," Adamson argues that Lloyd's ability to parlay oil resources from one location into real estate development elsewhere demonstrated how energy development transformed a region beyond the locale where resources originated.

Although not intended as a biography, much of the book's rich detail helps animate the eight chapters that alternate between Lloyd's efforts to develop oil resources and real estate. The introduction and first chapter credit Lloyd for acquiring the business acumen characteristic of "independent oil operators" who were cunning practitioners adept at managing risk in what was often a highly volatile industry. Most of that volatility stemmed from the challenge oil producers faced balancing supply and demand. When overproduction occurred, prices fell and so too did their profits. Despite such challenges, Lloyd worked to maximize oil production and persuaded Ventura civic and business leaders to accommodate outside oil companies by easing their tax burden and withdrawing civic projects that might inhibit their operations. This form of "growth politics" practiced by Lloyd demonstrated how he shaped urbanization within Ventura. Having accrued nearly three million dollars by 1925, Lloyd began buying real estate in Los Angeles and Portland, but his ability to shape local politics in a manner that facilitated his real estate goals sometimes faltered. He initially failed to realize his vision for building a hotel in Portland when he could not convince the city council to widen streets to accommodate surplus traffic, an issue he made conditional to beginning construction. Recognizing that he needed additional capital to continue in commercial real estate, Lloyd aggressively acquired more oil leases in the 1930s and lobbied the state of California for price supports when overproduction destabilized markets.

Again, Lloyd functioned in a “public-private role” by seeking state power to aid his business enterprise, much in the tradition of Commerce Secretary Herbert Hoover and the associationalism that informed his governance. When New Deal policies increased the rate of corporate income tax and targeted personal holding companies for taxation such as the one Lloyd controlled, his disdain for government intervention grew even though he benefitted greatly from significant tax savings by deducting the costs of drilling new wells. Throughout the 1930s, oil revenues allowed Lloyd to acquire additional commercial real estate, but his commitment wavered when prospective tenants proved unwilling to meet his demanding terms. Although state support partially contributed to his business success, his perception that the federal government intruded into business affairs intensified his opposition to regulatory measures. Such opposition did not, however, prevent him from seeking funding from the Reconstruction Finance Corporation and accruing revenue in the form of lease payments from the Bonneville Power Administration, the State of Oregon, and the Department of the Interior. Lloyd died in 1953 but his vision for urban design came to fruition in 1960 when managers at the corporation he had founded completed the Lloyd Center in Portland, a regional shopping center and hotel complex that drew shoppers to the suburbs who otherwise would have patronized businesses in the urban core.

Adamson’s book presents a welcome and much needed addition to the topic of California oil. His effort to illustrate how the oil industry was configured on a regional basis and how its impact reverberated outward may serve as a useful framework for public, urban, and environmental historians to consider how oil production transforms local sites but has broader economic, political and environmental implications. The author might have pushed analysis of the relationship between oil and urbanization more consistently throughout individual chapters and proffered how useful or applicable this framework might be for understanding oil’s impact in other locales. One wonders whether the relationship between oil and urbanization was endemic to California or coincidental and whether such a relationship might have been equally characteristic of other extractive industries such as mining or even agriculture. This well-researched book will find an audience among specialists in the fields of oil, urban, and California history.

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Monumental Seattle: The Stories Behind the City’s Statues, Memorials, and Markers by Robert Spalding. Pullman: Washington State University Press, 2018. ix + 202 pp.: illustrations, maps, appendices, notes, selected sources, index; paperback, \$22.95.

Robert Spalding’s *Monumental Seattle* is an eminently readable survey of monuments, memorials, and historical markers in Seattle, Washington, beginning in 1899. Intended and appropriate for a local public audience, Spalding contextualizes and