

la faune ou de la flore de l'Ouest, ni de l'environnement naturel de la région, il est au contraire très disert sur la géopolitique régionale comme sur le fonctionnement interne des nations qu'il connaît le mieux, notamment des Arikaras. Alors qu'il menait une expédition très pauvrement équipée et qui fut très loin d'atteindre ses objectifs, bloquée qu'elle fut tôt dans la vallée du Missouri, Truteau livre un témoignage sans lequel penser l'histoire des Plaines est simplement impossible.

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TURPIN, Robert J. — *First Taste of Freedom: A Cultural History of Bicycle Marketing in the United States*. Syracuse: Syracuse University Press, 2018. Pp. 287.

The clean-cut paper boy on his bicycle dutifully delivering the news to his suburban neighbours. The image is easy for most of us to conjure—a potent symbol of boyhood in mid-century America. But how and why did this figure come to be? What is the historical context of this boy and his bicycle? Robert J. Turpin's *First Taste of Freedom* offers a rigorous examination of how the bicycle industry cultivated a close association between the boy and the bicycle as part of its marketing strategy in the twentieth century. Turpin extends his investigation more broadly to consider how the industry prompted and, in most cases, reacted to important cultural shifts from the 1890s to the 1990s in its quest to keep cycling popular and relevant to a changing demographic. But the text's key contribution to the field of cycling history is in its careful examination of how and why the bicycle became inextricably linked with childhood between the 1910s and 1960s.

Turpin arranges his text chronologically from the advent of the bicycle in the mid-1800s to the introduction of BMX and mountain bikes in the 1990s. In Chapter 1, "Cycling's Rise and American Manhood," he presents a useful overview of the invention of the bicycle and its widespread popularity during the boom of the 1890s. In Chapter 2, "Automobiles and a World at War," Turpin discusses how the First World War brought potential customers to the industry by promoting cyclists as embracing a patriotic sense of sacrifice, while the automobile undermined the bicycle by fundamentally changing the way Americans experienced mobility and "conferred a hierarchy of movement in which the car was king" (p. 41). Chapter 3, "Cooperation and Confusion," explores the bust the industry experienced in the first decades of the twentieth century and its various attempts to recover a market that resembled the golden years of the 1890s bicycle boom. Disorganized and appealing to everyone and therefore to no one in particular, the industry failed to make up lost profits and symbolic power in a changing cultural landscape. However, with Chapter 4, "The Child Consumer," we see the industry's successful cultivation of the boy consumer and the salvation of the industry in the interwar years. With Chapter 5, "The Postwar Slump," Chapter 6, "The Safety of Cycling," and Chapter 7, "Surviving the Great Depression," Turpin digs deeper into the

historical context surrounding the growth of the child bicycle market, including a particularly devastating economic slump from 1921-1922, the beginnings of suburbanization in the 1920s, and the Depression era's newfound support of leisure activities. Chapter 8, "Bicycles in the Age of Affluence," serves as the crescendo of the romance between the boy and his bike, explaining how and why in the post-Second World War American suburbs, the bicycle becomes synonymous with boyhood. In Chapter 9, "High-Risers and Multi-Geared Redeemers," Turpin describes the return of adult cyclists with the "Great American Bicycle Boom" of the 1970s and the rise of BMX and mountain bikes in the 1990s.

Throughout his text, Turpin traces the ways in which white, middle-class manhood is closely associated with the bicycle, first as a way to confer masculinity to adult male riders of high wheel cycles, and later to prepare boys to be strong American men. After the First World War, and with the automobile gaining popularity, the bicycle was no longer capable of competing with the car for faster speeds and greater distances. But it could prepare boys for an automotive future and offer them mobility and independence. The symbolic meaning of the bicycle did not require significant alteration; instead of signifying white, adult masculinity, "the bicycle became an initiating device in which boys attained adolescent forms of masculinity and thereby prepared for manhood" (p. 88). Thus, Turpin demonstrates, the bicycle enjoyed nearly 100 years of a close association with gendered ideals of masculinity, health, and adventure first marketed toward men, and later their sons.

Although Turpin suggests that the juvenile market saved the bicycle industry from ruin after the economic slump of the early 1920s, he finds fault in the industry's unabashed enthusiasm for the child market. Turpin points to the long-term damage that the image of the bicycle as a child's toy would have on cycling as a legitimate form of adult transportation and leisure. It would not be until the "Great American Bicycle Boom" of the 1970s, with a new 10-speed technology, that adults were again attracted to cycling. Moreover, Turpin traces the complicity of the bicycle industry in promoting car culture for American adults by modeling children's bicycles after automobiles and allowing bicycles to stand in as practice for boys who would one day become automobile-owning men. While this critique is clear and compelling in retrospect, Turpin is not always successful in explaining what the bicycle industry ought to have done differently. Nor does he fully explain the ways in which the bicycle eventually did appeal to a broader demographic in the second half of the twentieth century. Moreover, like the advertisements that Turpin analyzes, girls, women, and people of colour are often an afterthought. Further work on the girl bicycle market (or the lack thereof) in particular would add significantly to Turpin's thorough analysis of the bicycle's connection with boyhood.

This story is an important one to the larger history of bicycles, gender, and American consumption; however, perhaps due to its chronological structure, Turpin's critical contribution risks redundancy. Some important themes emerge as distinct from decade to decade, such as the industry's brief focus on working-class men after the First World War; however, the transformation of the bicycle into an

essential element of white, American boyhood sees incremental change for four decades and is thus repeated across chapters four through eight. Nevertheless, students and enthusiasts of bicycle history, policy-makers, and urban planners will find Turpin's *First Taste of Freedom* to be a very welcome addition to a growing body of cycling history. Turpin's focus on the years least studied and on a demographic often ignored by bicycle and social historians helps to bring a more comprehensive understanding of the bicycle's changing meaning throughout the last 150 years.

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VALLANCE, Edward, ed. – *Remembering Early Modern Revolutions: England, North America, France and Haiti*. New York: Routledge, 2019. Pp. 222.

Historians of all stripes face the fundamental challenge of reconciling past events with the production and influence of their legacies. As Michel Rolph Trouillot brilliantly outlined decades ago in *Silencing the Past: Power and the Production of History* (1995), scholars must struggle to “acknowledge both the distinction and the overlap between process and narrative” (p. 23). This can prove especially burdensome for those documenting revolution. Memories of decisive events are almost immediately transformed to bend to the needs of new states, ideologies, identities, and political reconfigurations. Making things more complex for students of the “Age of Revolution” is the interwoven nature of so many global uprisings. Emerging out of a 2017 conference on memory and political upheaval, *Remembering Early Modern Revolutions* explores how five of these events were commemorated and rehashed both within and between the regimes that emerged from them.

Each chapter in this volume focuses on the legacy of one of the principal moments of Western political revolt in the period: the English Civil War, the Glorious Revolution, and the American, French, and Haitian revolutions. Almost every contributor offers comparisons between at least two of these. Comparing revolutions is anything but novel—insurgents made those links at the time, after all—but the volume's exploration of the evolving nature of remembrance offers fresh insight into the destabilizing effects of time on the meaning of particular revolutionary narratives. Historical memory, then, was not simply important to evolving national identities, but to a global transformation of the very concept of revolution. Taken together, the chapters paint a portrait of a centuries-long dialog within the Atlantic world about the nature of rights and historical precedents in the struggle to define and create radical change.

Britain's seventeenth-century political disturbances take on a highly prominent role throughout the volume. Edward Legon and Ian Atherton examine the domestic legacies of the English Civil War, with both finding a great deal of