

only for social control. He dismisses traditional Marxist approaches, stating: "To speak of modern sports as if they were merely a mechanism for political and economic repression badly distorts the historical record." Guttman also argues against the common notion that the global diffusion of modern sport has imperialistically or hegemonically destroyed the indigenous sport of native cultures. Using Thorstein Veblen's concept of emulation, Guttman argues that cultural diffusion of sport is as much a result of "eager imitators" of the modern sporting nations as it is the Gramscian notion of the domination by the powerful over the powerless. The history of all cultures, he contends, is one of cultural borrowing. Guttman states that the so-called cultural imperialism may even contribute to a positive world community and the improvement of the human condition.

Guttman's discussions range from Trinidad cricket and Brazilian soccer to Japanese baseball and Chinese basketball. He says nothing, however, about the notable diffusion of basketball to Lithuania, Yugoslavia, Brazil, or Puerto Rico, and he appears uninterested in the diffusion of American football but compelled to have a chapter on the dominating American team game. His insightful chapter on the diffusion of the modern Olympic Games to the likes of the Zulu marathoners of South Africa is a worthy addition to the literature. He concludes that the expanding Olympics remain modern and Western, "but traditional games and dances survive—at the Olympics—as a marginal folkloric phenomenon." In another strong chapter, he notes the failure of the nonmodern German *Turnen*, which, he believes, "was never a match for modern sports." In these two chapters and in much of the volume, Guttman shows again his position as a leading literary critic of sport. He has shown his capacity for reading the widely scattered literature, grasping significant issues, and giving new interpretations.

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Watch the Skies! A Chronicle of the Flying Saucer Myth. By Curtis Peebles. (Washington: Smithsonian Institution Press, 1994. x, 342 pp. \$24.95, ISBN 1-56098-343-4.)

The UFO (unidentified flying object) controversy has been with us since 1947. It has attracted ridicule and derision, and few scholarly works have appeared about it even though it has occupied extraordinary governmental and popular attention. That the subject warrants serious scholarly examination is indisputable, but Curtis Peebles's book, unfortunately, does not fill that void.

Watch the Skies! is a history of the UFO controversy from 1896 to the present. Peebles outlines well-known events in UFO history; the air force's projects Sign, Grudge, and Blue Book, the Robertson panel, the Condon committee, and other government projects. He details the peripheral aspects of UFO research, including hoaxes, charlatans, and the "lunatic fringe." He discusses a few of the major figures in UFO history such as Donald Keyhoe, James McDonald, and J. Allen Hynek.

Mr. Peebles is not a professional historian. This, by itself, may not necessarily be a drawback, but he displays little knowledge of historical research methods, and his reliance on secondary sources is profound. His chapter titles often are very similar to the chapter titles in Edward J. Ruppelt's *The Report on Unidentified Flying Objects* (1956) or my *The UFO Controversy in America* (1975). Word usage is also sometimes similar. For example, in discussing the 1948 Thomas Mantell case, Ruppelt wrote in 1956, "To the press, the nonchalant, offhand manner with which the sighting was written off by the Air Force public relations office showed great confidence in the conclusion." In discussing the same case, Peebles writes, "The offhand, nonchalant way the sighting was dismissed as being Venus caused the press to feel the Air Force had a great deal of confidence in its solution."

The information in the first two-thirds of the book is a rehash of what is already known, and Peebles adds nothing new to our knowledge of the controversy. The last part of the book is about the assorted fringe characters who inhabit the popular realm surrounding

the UFO phenomenon. Instead of a rigorous analysis of these individuals, Peebles is content to describe their eccentric theories and treat them as if they represented the center of the UFO universe rather than its extreme margins. For Peebles, mainstream UFO research barely exists, and the scholars who have been struggling against great pressures to study the phenomenon are rendered practically invisible.

The UFO phenomenon itself is a "myth," according to Peebles. Searching for societal explanations for it, he resorts to outlining significant events of American history from 1947 to 1992 and then asserting that those events were primary factors in causing UFO sightings. Peebles offers no substantiation or evidence for this assumption, nor does he elucidate the psychological mechanism that would allow for societal events to cause UFO sightings.

Peebles places himself squarely in the "debunking" category with no pretense of objectivity. He has no sympathy for UFO proponents—they are weak thinkers or gullible. He admires the notorious debunkers who have themselves been the object of severe, but by Peebles unmentioned, criticism. He wholeheartedly accepts the government's public relations pronouncements and finds trustworthy all who believe the phenomenon to be illegitimate. As a result, his book is filled with historical distortions and serves not to clarify the controversy, but to confuse it.

Curtis Peebles is neither a historian nor a UFO researcher. The result is uninspired amateur history that is often factually wrong and slanted to a controversial point of view without balance or adequate evidence.

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George S. Long: Timber Statesman. By Charles E. Twining. (Seattle: University of Washington Press, 1994. xiv, 414 pp. \$30.00, ISBN 0-295-97322-6.)

The Weyerhaeuser Timber Company has preserved its business records with a thoroughness matched by few, if any, in an industry that has often operated on the principle that openness is not its highest priority. Charles E. Twin-

ing, who served as the company's head archivist, is likely more familiar than anyone with the scope and depth of these records. His biography of George S. Long, Weyerhaeuser's Pacific Northwest manager from 1900 to 1930, is a prequel to his 1985 book on Phil Weyerhaeuser, who led the company from shortly after Long's death until the mid-1950s. Taken together, they comprise an insightful history of the industrial company that has had (along with the Boeing Company) the greatest impact on the region throughout the twentieth century.

Frederick Weyerhaeuser, an often-overlooked giant among the industrial barons of the late nineteenth century, made one of that generation's boldest moves in 1900 when he purchased nine hundred thousand acres of timberland in the Pacific Northwest from the Northern Pacific Railroad. Weyerhaeuser made what proved an equally prescient decision by hiring Long, a midwestern timberman with modest credentials, to be his western manager. Long operated on a long leash as his superiors, who remained in St. Paul, Minnesota, left all but the most important matters to him. From his headquarters in Tacoma, Washington, Long personally supervised every aspect of the company's operations, which for several years consisted of rationalizing timber holdings by buying and selling lands. There was more buying than selling, and the original purchase eventually doubled.

Twining comments that this is a business biography of industrial strength. This is true for two reasons. One is that the author relies almost entirely on company records, leaving it to the reader to supply the necessary historical context. Second, the perspective is that of Long dealing with issues as they occurred. Thus, the narrative might jump from a personnel problem to construction of a new mill to forest fires to marketing issues, all within a few paragraphs; many of the same issues reappear again and again as Long revisits them. Consequently, the book demands much of the reader, but the persistent will be rewarded with an understanding of the industry from the perspective of a key participant.

The focus on company records with their stilted, if often folksy, prose tends to obscure the personality of Long. By all accounts, Long