

characters. Sometimes Knaplund approaches Ole Rølvaag in his sympathetic understanding of those Norwegians who found neither a safe nor a happy port in the New World.

Of special interest is the evaluation of the contribution of the small religious colleges and seminaries to both the making of Americans and the preserving of Mother-Country ties. Red Wing Seminary, now defunct but then operated by the Norwegian Synod of the Lutheran church, took the young immigrant to its breast and nurtured him and thus gave him the academic start needed. The basis laid by the grass-roots institution was sufficient to enable him to pursue further studies which ultimately led to a doctorate and to a full professorship at the University of Wisconsin. The tiny seminary and the great university plus sympathy and aid from friends provided the lad from Norway with magic opportunities beyond his fondest dreams. The story of Paul Knaplund's journey from one mooring to another indeed illustrates the great promise that the United States held out to Europeans. It also shows that the fulfillment of the dream was not to be gained by the asking. One had to work long and diligently to realize the full promise of America, or the new mooring might be even more to the windward than was the old one.

Professor Knaplund writes his story in the third person but does not handle this medium as well as did Henry Adams. In addition the saga contains some repetitions. Notwithstanding these minor faults, the book is valuable. It can be compared favorably with *Logbook of a Young Immigrant* by another historian, Laurence M. Larson. *Mooring Old and New* is delightful and reminds one of the charm and sensitivity of another search for a new mooring, one made by that charming Scandinavian woman turned American, Gro Svendsen. Like Knaplund, she too met the challenge of the New World with faith, hope, and courage and not with whimpers and cries of despair.

Coe College

John J. Murray

Timber and Men: The Weyerhaeuser Story. By Ralph W. Hidy, Frank Ernest Hill, and Allan Nevins. (New York: The Macmillan Company, 1963. Pp. xiv, 704. Illustrations, notes, appendixes, bibliography, index. \$12.00.)

This book is an account of the origin and growth of closely associated enterprises in the production and sale of timber, lumber, and wood products. The central core of the work is a description of the business activity of Frederick Weyerhaeuser, his associates, and their descendents through four generations. Interwoven with this narrative are discussions of subjects related to lumber and milling activities, including corporate structure, transportation, housing and camps, river rights, land purchases, governmental relationships, mechanization of industry, trade associations, labor, utilization of waste, and conservation.

At Rock Island, Illinois, on a day in 1856, Frederick Weyerhaeuser, a twenty-one-year-old German immigrant employed as a mill hand, sold sixty dollars worth of lumber without authority, but at a good

profit, while his employer was at lunch. Young Weyerhaeuser was taken into management by his employer and soon owned the business in partnership with another German, Frederick Denkmann. This was the beginning of an association eventually including many other people and continuing through succeeding generations to the present. Surviving the American Civil War, two world wars, and periods of panic and depression, the Weyerhaeuser Company became a nation-wide business having gross sales of \$457,916,000 and net profits of \$47,751,000 in 1960. Until recent years the associated companies functioned autonomously, being held together by a genuine respect for the business judgment and fair dealing of the Weyerhaeuser associates and their descendants and by some interlocking ownership of stock.

From the small beginning at Rock Island, the story of the growth of the Weyerhaeuser interests is one of a search for timber: first, for white pine in Wisconsin and Minnesota, then for southern pine in Louisiana and Arkansas, and finally for Douglas fir, Ponderosa pine, white pine, and less valuable timber in Washington and Idaho. With expansion, additional capital was obtained by retaining profits, by recruiting new associates, and recently by the sale of stock to the general public.

The Weyerhaeuser group kept pace with changes in the industry involving mechanization, transportation, marketing, labor relations, and conservation. From the beginning the associates were concerned about employee welfare with respect to wages, working conditions, and housing and camp facilities. While opposed to unionization, they accepted it and have had reasonable success with it. A common marketing policy emerged slowly. It embraced advertising, sales aids for agents and dealers, and the grading and branding of lumber. Large distribution centers for western lumber products were established along the east coast and in the central states.

Weyerhaeuser interests in conservation are known outside the industry as a result of an effective and sustained advertising campaign. The associates were in advance of the industry and public conservation agencies in providing fire protection, utilizing lumber waste, instituting sustained yield operations, and employing tree farming. Research was conducted by the associates, and university schools of forestry were supported financially. Currently the Weyerhaeuser Company is growing more board feet of timber annually than it is cutting. The total conservation program of the company was accomplished partly through its independent efforts and partly through cooperation with governmental agencies after a public conservation and timber management policy finally came into being.

This book is history, impartially written, not corporate propaganda. It is well written and sustains the reader's interest. The documentation is excellent. Ample notes are provided at the close of each chapter, and eighty-three pages of appendixes, mostly statistical, appear at the end. The wide range of personalities, places, and activities dealt with by the authors cannot be covered in this brief review.

Davis and Elkins College

Evan R. Kek