

Ballinger, Lee. In *Your Face! Sports for Love and Money*. Chicago: Vanguard Books, 1981. Pp. 151. Appendices, questionnaire, footnotes, bibliography. \$2.95 (paper)

Ballinger, a four-year Navy veteran with two Vietnam combat tours, was an Ohio steelworker and shop steward at the time he wrote this, his first book. It is one of the last tomic blasts at the sports establishment, capping off a decade that saw broad-based works by Hoch, Edwards, Kowet, Lipsyte, and Scott, which were critical of the ways in which sports administrators behaved.

Ballinger's is the most emotional; it is also the least scholarly. in the strict sense, despite the presence of footnotes, bibliography, and the like.

The book contains all of the classic barbs, but with very few new insights. Ballinger intersperses his hastily assembled arguments with quotations from such diverse sources as "Harlem Playground Player," Woody Hayes, and Earl Campbell, who is quoted as saying, " 'There isn't a check big enough to pay me back.' " Given provocative statements such as this, you would hope that the author would explore the reasons behind such feeling. He does not. Ballinger lifts quotes out of other contexts to create his own context. Earl Campbell probably said something like that, and, undoubtedly, the meaning is close to what he meant it to be, but a series of intermingled diatribes and quotes does not constitute a real book or real history.

Which raises the question, What is a real book? Vanguard Books is a vanity press, a publishing firm that solicits money *from* the author in order to publish the book. Being published by a vanity press doesn't mean that the book is of no worth, but it usually signifies that regular commercial houses and university presses did not deem the book worthy of publishing. Furthermore, vanity presses do little if any promotion of their books, and, because of that, and other reasons, the readership of their titles is usually significantly less than that of similar titles published by mainstream houses. What does all of this mean? Probably that very few people have read or will read *In Your Face!* That, coupled with its slapdash methodology, makes it of virtually no use to present-day historians or pop culturists. Perhaps it will be discovered later.

Unless you're in the process of putting together or revising a course on sport in contemporary America, you can skip this one.

Sportscape, The Boston Sports Journal

Marc Onigman