

cant works dealing with this aspect of the history of the modern corporation, such as James Willard Hurst's *The Legitimacy of the Business Corporation* (1970) and *The American Business Creed* (1956) by Francis X. Sutton *et al.* Heald's distinctive contribution lies in his tracing of changes in the definition of role according to the categories of thought of intelligent businessmen.

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The First American: A Story of North American Archaeology.
By C. W. Ceram. Translated by Richard and Clara Winston.
(New York: Harcourt Brace Jovanovich, Inc., 1971. Pp. xxi,
357. Illustrations, bibliography, notes, index. \$9.95.)

This volume contains some of the data and some of the stories about archaeology in the United States which caught the author's interest as he read, studied, and conversed with people. It was written in German and then translated into English. The purposes of the book are to awaken interest in American archaeology and to provide a framework and bibliography for readers who might be stimulated to pursue various parts of the story.

Kurt W. Marek (Ceram is a pseudonym) has given coverage to some of the important discoveries, frauds, myths, personalities, problems, cultures, techniques, and sequences within the field of archaeology. He has had the assistance of a number of notable American archaeologists who have given him guidance and read his manuscript.

The book begins with a short tribute to Thomas Jefferson's report of his excavation of an Indian mound in Virginia and its significance in archaeological work. Next is a discussion of Columbus, the Vikings, and the possible identity of the inhabitants of the east coast, followed by a description of the sixteenth century Spanish penetrations into the southern part of the United States, particularly the Southwest.

Most of the presentation of United States archaeology is about the Southwest area from the appearance of the first known inhabitants, through the period from about A. D. 500 to 1500, and up to the present day. Along with Marek's interpretation of southwestern cultural growth are comments on the nature of archaeology, the development and importance of dendrochronology and radio-carbon dating, the problem of the physical type, and the scarcity of early man.

The author apparently likes to use the word "mummy"; thus, he refers to the dessicated human remains from the southwest and other places as "mummies," which they are not. His story about

“Little Alice” should be updated to record that the subject really was “Little Al” and that he was relocated and studied by Professor Louise Robbins of the University of Kentucky. Marek also uses the word “pyramid” to refer to a pyramidal or platform mound—they are quite different constructions. Marek, or his editors, evidently prefers the spelling “shard” to the almost universally used “sherd” in American archaeology.

The personalities of archaeologists and stories about them are at least as important to Marek as are the interpretations of cultural development made by archaeologists. Marek includes a chapter on some of the sectarian and other unacceptable interpretations of the peopling of the New World, a recounting of the Cardiff giant hoax, a version of the original development and spread of maize, and even a brief mention of Piltdown man. A good yarn has a great attraction for Marek, and one of the best which he recounts is the question of whether the Pueblo Indians domesticated the turkey or vice versa. This reviewer found the author’s tendency to shift from one subject to another after a few pages distracting as well as diverting. It is, however, his style.

Marek’s volume has little or no coverage of the Pacific coast, the western area north of the Southwest, the Plains, the Great Lakes area, or the area east of the Appalachians. The sections on the Eastern United States contain most of the author’s misstatements, misinterpretations, and misspellings. Careful reading of the proof by someone familiar with the East would have caught at least some of them. The photographic illustrations and the drawings and maps are a fine addition to the text. Footnotes are grouped together in fourteen pages near the end of the book.

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