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The Study of the Stereotype of the American Indian

George A. Agogino

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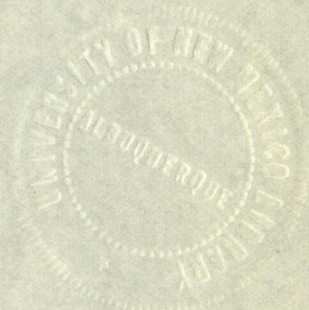
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A STUDY OF THE STEREOTYPE
OF THE AMERICAN INDIAN



By
George A. Agogino

A Thesis
Presented in Partial Fulfillment of the
Requirements for the Degree of
Master of Arts in Sociology

University of New Mexico

June 1950



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MASTER OF ARTS

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May 1, 1950

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OF THE AMERICAN INDIAN

By

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CHAPTER I

THE NATURE OF THE PROBLEM

THE PROBLEM

The object of this investigation is to test two widely accepted hypotheses concerning the stereotype concept of sociology and social psychology by analysis of the American Indian as depicted in comic books, magazines, and the motion pictures. From a total of sixty stories about Indians taken from a sampling of these sources a relatively complete stereotype of the American Indian has been abstracted.

Importance of the Problem. This investigation is timely in view of the demands of the Association on American Indian Affairs, who are presently campaigning to the end that the American Indian be presented accurately in films, radio and television. The president of this association, Oliver LaFarge, has organized a national film committee to see that the American Indian gets "serious new cinematic treatment." LaFarge has stated recently that distortion of Indian life and character in the cinema has doubtlessly increased the mistrust which prevents normal participation by American Indian citizens in our national life. LaFarge believes the time is ripe for an assault on these stereotypes.

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generally considered undesirable by American standards, because of the public that it serves and influences. Not only is there the multitude of moving picture houses but, according to a survey made in 1914, it was disclosed that there were more motion picture projection machines being operated outside the theaters in this country than inside them, and the indication at that time was that the proportion outside the theaters was constantly growing larger.¹ In regard to influence, Professor Ernest W. Burgess, in a report on the Chicago Censorship Commission, stated that about half of the children tested in a large survey were affected first by the home, second by the school, third by the moving pictures, and fourth by the church.²

Purpose of the investigation.... The principal object of this investigation is to propose two hypotheses regarding the stereotype in general and to see if an analysis of the way in which the American Indian is depicted in current media or mass entertainment supports them.

STEREOTYPES

Definition of the word stereotype. A stereotype is a picture in the mind, generally oversimplified and frequently

¹ Kimball Young, Source Book for Social Psychology (New York: Alfred A. Knopf Company, 1927), p. 812.

² Reported by Young, op. cit., p. 813.

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¹ Kimball Young, Source Book for Social Psychology (New York: Alfred A. Knopf Company, 1927), p. 313.

² Reported by Young, op. cit., p. 313.

distorted, that has been formed from individual experience influenced by the norms of the culture in which the individual moves. This picture is relatively stable and has a direct connection with the values and attitudes of a person or group.

Lack of uniformity. It must be assumed that no two people have exactly the same stereotype regarding any item because no two individuals will have identical experiences regarding this item during the course of their lifetimes. Even if the individual experiences were controlled the stereotypes would still not be identical because the culture influences are never the same for any two people. Therefore, even if the mental picture were entirely determined by the culture, a slightly different degree of participation in the same culture would produce a slightly different picture.

Culture stereotypes. Any culture, however, produces general stereotypes that have some uniform salient features. The culture determines some stereotypes by guiding the individual as to what to look for and what to regard as exceptional. For instance, a person who has never seen a Negro would, if he lived in our culture, have a picture conception of a Negro's looks and acts based on a stereotype constantly presented to him through our media of communication. A stream of symbols, verbal and pictorial, would influence him by presenting frequently, and in a segmented way, a

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stereotyped conception of the American Negro. His everyday contact with other people, who had already developed a similar stereotype, would also be enough to give him a mental picture similar to the one held by the group.

On actually seeing a Negro for the first time the individual might experience one of two reactions. If the Negro fitted into his stereotyped conception, the individual's belief in his stereotype might become more rigid and stable. But the individual might refuse to alter his stereotype regardless of the circumstances, justifying his views on the grounds that the Negro or Negroes he had encountered were exceptions. If, however, he were more plastic in his thought processes he would modify his original stereotype to allow for a clear interpretation of his actual experiences.³ In this way we see that the individual might either accept or reject the actual experience in favor of the mental picture set for him by the culture.

There are indications that cultural stereotypes are relatively constant even though individual experiences are in many cases constantly bringing to light contradictions seemingly to call for modifications. It is pleasant in this complex and unstable world to have everything classified and placed, and it is doubly reassuring to be able to fit newly

³ Walter Lippmann, Public Opinion (New York: The Macmillan Company, 1936), p. 100.

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acquired experiences into old pigeon holes.⁴

HYPOTHESES TO BE TESTED

A stereotype is relatively stable. The first of the two hypotheses to be tested in this paper is: A stereotype remains relatively stable in a culture, even though that culture itself changes.

This study first attempts to abstract the cultural stereotype of the American Indian from a sampling of such mass media as comic books, magazines, , and motion pictures. It then attempts to answer the following questions: Is the current stereotype of the Indian drawn from a previous historical period? If so, has there been considerable culture change since that period? Has the relationship between the whites and Indians changed since the period which the stereotype of the Indian reflects.

A stereotype is value weighted.¹ The second hypothesis to be tested in this investigation is connected with values. This hypothesis is: Stereotypes tend to be value-weighted as "good" or "bad" rather than neutral. Implicit in it are the following questions: Does the stereotype of the Indian clothe him with attributes which suggest he is constantly "good" or "bad"? Is the characterization clear cut and extreme?

⁴ Robert L. Sutherland and Jullilian L. Woodward, Introductory Sociology (New York: J. B. Lippincott Company, 1940, p. 788.

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ORGANIZATION OF REMAINDER OF THESIS

This chapter has discussed the problem to be investigated, with a brief mention of the methods to be used. Chapter II will give a brief history of the concept of stereotype as used in social psychology and sociology, and of the theory which has developed around the term. Chapter III will summarize some of the more important research studies in the field of stereotypes and will attempt to show how the study being presented fits into this general picture. Chapter IV will explain the methods used in the collection and classification of the research material used in this paper. Chapter V will interpret the results of the investigation. The final chapter will present the conclusions found in this investigation, as well as suggestions for further research based on projects suggested by this paper.

ORGANIZATION OF RESEARCH

This chapter has discussed three problems to be solved, gated, with a brief mention of the methods to be used. Chapter II will give a brief history of the concept of stereotypes used in social psychology and sociology, and of the methods which have developed around the term. Chapter III will summarize some of the more important research studies in the field of stereotypes and will attempt to show how the results being presented fit into this general picture. Chapter IV will explain the methods used in this collection and the collection of the research material used in this paper. Chapter V will interpret the results of the investigation. The final chapter will present the conclusions found in this investigation, as well as suggestions for further research suggested by this paper.

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CHAPTER II

HISTORY AND THEORY OF STEREOTYPES

HISTORY OF STEREOTYPE

The word stereotype has three distinct meanings. To the printer it is a system of reproducing of type;¹ to the sociologist or social psychologist it is understood as an "idea in the mind";² to the psychologist it refers to a kind of behavior in certain mental diseases.³

Origin of the word. Originally the word stereotype was a printers' term. It referred to a printing process in which a number of plates could be made from an original mold. A moist layer of paper-mache was pressed against a page of type in a steam-heated press and kept there until dry and baked. This matrix could then be removed and molten type metal poured over it, which, when cooled and trimmed, would be ready for the printing press. This matrix could be kept to produce other plates.*

Use in psychology and sociology. The term stereotype

¹ Webster's Collegiate Dictionary (Springfield, Mass. G. and C. Merriam Company, 1946), p. 976.

² Sutherland and Woodward, op. cit., p. 787.

³ Glenn Devere Higginson, Fields of Psychology (New York: Henry Holt and Company, 1931), p. 51888.

* "Stereotype," Encyclopedia Britannica, 1943, Vol. XXI, 398.

in a metaphorical sense was introduced to psychology by workers in this field to describe the infrequent and almost mechanical repetition of the same posture, gesture, or speech in such disorders as dementia praecox.⁵ Walter Lippmann introduced the term into social psychology in the early 1920's. Lippmann used it in the rather broad and vague sense of a composite of ideas and attitudes that make up the "mental pictures in our heads."⁶ This was similar to what an earlier psychological school had called the "appreceptive mass."⁶ This usage is now considered too broad. It is thought unwise to use the term stereotype as a name for the whole baggage of "appreceptive masses," nor should it be applied to attitude, which is better defined as an action tendency. In this study the word stereotype will be restricted to the meaning given it in the first chapter, that is, a mental picture, determined by individual experience and influenced by the norms of the culture.

THEORY OF STEREOTYPES

In simple societies. The relative importance of stereotypes seems to be different in simple and complex cultures. In simple societies, proverbs, simple images, and

⁵ Kimball Young, Social Psychology (New York: F. S. Crofts and Company, Inc., 1947), p. 19000.

⁶ Ibid., p. 190.

in a metaphorical sense was introduced by
 workers in this field to describe the
 mechanical repetition of the same responses, gestures, or
 speech in such disorders as obsessive-compulsive disorder.
 Lippmann introduced the term into scientific psychology in the
 early 1930's. Lippmann used it in a broader sense and
 vague sense of a compulsion or habit, rather than the
 up the "mental pictures in our heads." This was similar to
 what an earlier psychological school called the "cognitive
 captive mass." This usage is now somewhat discredited, but
 is thought useful to use the term and to refer to a mass for
 the whole package of "cognitive mass," not only the
 applied to attitudes, which is better known as an attitude
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THEORY OF ATTITUDES

In simple attitudes. The relative importance of
 stereotypes seems to be different in attitudes and cognitive
 mass. In simple attitudes, however, a simple picture and

² Kimball Young, *Social Psychology*, (New York: 1937).
 Grosse and Company, Inc., 1937, p. 100.
³ Ibid., p. 100.

folk wisdom largely take the place of well-defined stereotypes in regulating and guiding behavior.⁷ In a simple society the in-group feeling is strongly developed, and because of this individuals are recognized as separate personalities and are not grouped into stereotyped categories. In one's own in-group, there is little attempt at stereotyping and in dealing with such individuals sincere attempts are made towards individual understanding.⁸ These people are recognized as persons rather than types, and generally no attempt at short-cutting is made in understanding their separate personalities.

In complex societies. However, as society grows more complex the gap between popular conceptions and objective reality widens; yet, even as it does so, the demand for simplicity persists. Large public or complex societies continue to "cherish the simple definition, the summarized conception, the simple melodrama of human relations."⁹ As compared with that of a simple society, life in a complex society is usually less personal in daily contact between individuals, and because of this one's in-group relations are limited to but a small segment of such a society. A need for simple classification of out-group individuals arises, in order that

⁷ William Albig, Public Opinion (New York: McGraw-Hill Book Company, Inc., 1939), p. 57.

⁸ Lippmann, op. cit., p. 88.

⁹ Albig, op. cit., p. 58.

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⁷ William Albig, Human Organization (New York: McGraw-Hill
Book Company, Inc., 1939), p. 57.

⁸ Lippmann, op. cit., p. 88.

⁹ Albig, op. cit., p. 58.

one can more readily understand his position in dealing with the out-group.¹⁰ Thus the people whom the individual does not associate with his in-group are apt to become stereotyped by him.

Culturally defined stereotypes.¹¹ We do not see first and then define. Instead we define first and then see. We encounter items that our culture has already defined for us, and then we tend to perceive these items in terms of stereotypes already in our minds.¹² In this way we are taught to see what we do see.¹³ In seeing members of our own circle, the in-group, we tend more towards individualized perception, interpreting our family, friends, or other close acquaintances as persons rather than types.¹⁴

However, when we deal with those whom we consider apart from ourselves, the out-group, we tend to classify them in a stereotyped fashion. A person in this respect is likely to be unthinkingly placed in a category like "foreigner," "plutocrat," "intellectual," "agitator," or "Harvard man." He is classified and pigeonholed in order that we may know how to deal with his personality and what to expect from it.¹⁵

¹⁰ Lippmann, op. cit., p. 89.

¹¹ Ibid., p. 81.

¹² Ibid., p. 84.

¹³ Ibid., p. 88.

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¹⁰ Lippmann, *op. cit.*, p. 89.

¹¹ *Ibid.*, p. 81.

¹² *Ibid.*, p. 84.

¹³ *Ibid.*, p. 88.

¹⁴ *Ibid.*, p. 89.

though the person in question may have characteristics entirely different from those of the stereotype, this person may remain stereotyped in the mind of the classifier for a considerable time until the weight of contradictory information grows too great. If this occurs it will usually not be the stereotype itself that is altered or discarded but the classified individual will be reclassified or considered an exception.

Reasons for stereotyping. We tend to classify objects into stereotyped categories for three reasons. The first one is economy of effort. Knowing just a little about a person or object, we tend to classify this person or object in terms of a stereotype, because of the convenience of this type of classification.¹⁵ For instance, we may have a pre-conceived stereotype of the personality of the Negro, created for us by the culture in which we live. Therefore, on meeting a Negro, we may immediately classify him as a typical representative of this stereotype. Knowing little more than his skin color, we may then assume that he is lazy, superstitious, a gambler, musically inclined, a slow thinker, and a potential sexual offender. If later we find he is none of the above, we are likely to consider him an exception to the rule. However, the rule is rarely discarded; it is too convenient a classification guide which we can employ with little effort to

¹⁵ Ibid.

though the person in question may have characteristics
slightly different from those of the stereotype, this person
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terms of a stereotype, because of the convenience of this
type of classification.¹⁵ For instance, we may have a pre-
conceived stereotype of the personality of the Negro, based
for us by the culture in which we live. Therefore, on meeting
a Negro, we may immediately classify him as a typical repre-
sentative of this stereotype. Knowing little more than his
skin color, we may then assume that he is lazy, superstitious,
a gambler, sexually inclined, a slow thinker, and a criminal
sexual offender. If later we find he is none of these things,
we are likely to consider him an exception to the rule. How-
ever, the rule is rarely discarded; it is too convenient a
classification guide which we can employ with little effort to

¹⁵ Ibid.

classify the phenomena of the complex world we live in.¹⁶

A second reason for using classifications based on stereotypes is for defense against undefined situations. If we have people and objects classified as to expected procedures and actions, then we have an orderly world. We feel at home in each situation. We find the familiar, the normal, the dependable all about us, and we know what to expect. This tendency to cling to the familiar and normal provides a theoretical explanation for the stability of a stereotype.

The basic psychological tendency toward reification is a third reason for the development of stereotypes by individuals. Reification is the "persistent tendency of the human mind to provide concrete illustrations of abstraction."¹⁷ A good example of this tendency would be our stereotypes of Uncle Sam or John Bull. From this point of view stereotypes are preconceptions acquired from the culture and based on reifications and simplifications which are current in large groups.¹⁸ If the individual reifications and simplifications diverge widely from objective reality the stereotypes may be very erroneous and thus hamper rather than aid in guiding behavior.¹⁹ Stereotypes cannot ever be completely accurate because of their tendency to simplify and select. However they can range from "pictures" that contradict

¹⁶ Ibid., p. 88.

¹⁷ Albig, op. cit., p. 56.

¹⁸ Ibid., p. 58.

¹⁹ Ibid.

essentially the phenomena of the complex world we live in.¹⁶

A second reason for using classifications based on stereotypes is for reference against unfounded allegations. If we have people and objects classified as to expected proper dress and actions, then we have an orderly world. We feel at home in each situation. We find these familiar, the normal the dependable. All about us, and we know what to expect. This tendency to cling to the familiar and normal provides a theoretical explanation for the stability of a stereotype. The basic psychological tendency toward reflection is a third reason for the development of stereotypes by individuals. Reflection is the "generalized tendency of the human mind to provide concrete illustrations of abstract ideas." A good example of this tendency would be our stereotypes of Uncle Sam or John Bull. From this point of view stereotypes are preconceptions formulated from the whole and based on reflection and simplification which are the result in large groups. If the individual reflections are simplifications diverge widely from objective reality the stereotypes may be very erroneous and often happen rather late in human behavior. Stereotypes cannot ever be completely accurate because of their tendency to simplify and select. However they can range from "typical" that contain

¹⁶ Ibid., p. 38.
¹⁷ Ibid., p. 38.
¹⁸ Ibid., p. 38.
¹⁹ Ibid.

reality to "pictures" that are quite dissimilar to reality. When the picture is fairly accurate, the individual can cope with a relevant problem realistically, but when the stereotype is to a great degree false the individual will be led astray.²⁰

Erroneous stereotypes can be harmful. Examples of erroneous stereotypes may be found which tend to block full equality among individuals in any community. There are recorded cases of judges sentencing all Negroes harshly because they believed that all Negroes were born troublemakers. The business man who refuses to deal with people of the Jewish faith is unfair to the Jews, and loses for himself the opportunity for an honest profit.²¹

A false stereotype is dangerous because stereotypes, not truth, to a large degree control human behavior. Walter Lippmann has said:

What each man does is based not on direct and certain knowledge but on pictures made by himself or given to him. If his atlas tells him that the world is flat he will not sail near what he believes is the edge of our planet for fear of falling off. If his maps include a fountain of eternal youth, a Ponce de Leon will go in quest of it. If someone digs up yellow dirt that looks like gold, he will for a time act exactly as if he had found gold. The way in which the world is imagined determines at any particular

²⁰ Thomas H. Robinson, and others, Men, Groups, and the Community (New York: Harper and Brothers Publishers, 1945), p. 88.

²¹ Richard T. Lippmann and Paul R. Farnsworth, Social Psychology (New York: McGraw-Hill Book Company, Inc., 1945), p. 207.

moment what men will do. It does not determine what they will achieve; it determines their effort, their feelings, their hopes, not their accomplishments and results.²²

Reasons for erroneous stereotypes. Inasmuch as we depend so much on stereotypes, it may be pertinent to note what is believed to be the four main reasons for the unreliability and erroneousness of certain stereotypes. William E. Mosher²³ lists four probable causes for the development of false stereotypes; uncritical acceptance of an attitude towards a class of things; uncritical classification; uncritical observation and description; and emotional attachment to attitudes. The stereotypes make up one's world and one struggles to protect them. Discussion of stereotypes only takes place when it is necessary to invent plausible excuses for continuing to hold them.

However, there are other reasons for the falsity of stereotypes. Very often stereotypes, erroneous in character, are deliberately developed and spread about the country. This is true in wartime. War propagandists influence public opinion by stressing stereotypes that give the enemy undesirable attributes.²⁴ This is usually done by stressing the negative

²² Lippmann, op. cit., pp. 25-26.

²³ E. Mosher, and others, Introduction to Responsible Citizenship (New York: Henry Holt and Company, 1941), p. 330.

²⁴ Ernest R. Groves and Harry Estill Moore, An Introduction to Sociology (New York: Longmans, Green and Company, 1940), p. 353.

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²² Lipmann, op. cit., pp. 25-266.

²³ E. Mosher, and others, Introduction to Stereotyping (New York: Henry Holt and Company, 1941), p. 30.

²⁴ Ernest H. Groves and Harry Lasswell Moore, An Introduction to Sociology (New York: Longmans, Green and Company, 1940), p. 353.

values associated with old stereotypes concerning the enemy or by creating new stereotypes that show the enemy in a detrimental light. In wartime the stereotype of the enemy is always violent and distorted, usually fed with "examples" of beastlike deeds and atrocities.²⁵ During the World War I stories of how the Germans cut off the hands of Belgian boys so that they could never fight when they grew up were spread through mass media. To make the bestiality of the Germans more complete they were shown eating the severed appendage.²⁶

Stereotypes have several publics. Although some are widespread, not all stereotypes are widely accepted even by people of the same culture. There is not one public but there are many publics and each one may have a slightly different stereotype of any given object.²⁷ Publics may be made up of people from a select group or people from all walks of life. It is easy to realize that all the people in our country do not hold the same stereotype for any one object. For instance the white man's stereotype of the Negro and the Negro's stereotype can be assumed to be quite different. Furthermore, the white man's conception of the Negro appears to be different in different parts of the country.

²⁵ Robinson and others, op. cit., p. 127.

²⁶ Ibid., p. 129.

²⁷ Paul A. F. Walter, Jr., The Social Sciences (New York: D. Van Nostrand Company, Inc., 1949), pp. 257.

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²⁶ Ibid., p. 129.

²⁷ Paul A. F. Walter, Jr., The Social Sciences (New York: D. Van Nostrand Company, Inc., 1949), p. 227.

It is even possible for people in the same area to have different stereotypes because of different cultural backgrounds.

SUMMARY OF CHAPTER

In this chapter it has been shown how stereotypes play a very small role in simple societies, but become more important as the society grows more complex as the result of the need for a simple classification of out-group individuals. They provide a convenient classification guide by means of which new experiences may immediately be fitted into a familiar and orderly world. A stereotype may be useful or misleading and dangerous depending on its correspondence to reality. An understanding of the development of stereotypes and the role which they play in society forms a necessary background for the analysis of stereotypes of the American Indian presented in this thesis..

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SUMMARY OF CHAPTER

In this chapter it has been shown how stereotypes are a very small role in simple societies, but become more important as the society grows more complex as the result of the need for a simple classification of vast-group individuals. They provide a convenient classification guide by means of which new experiences may immediately be fitted into a familiar and orderly world. A stereotype may be useful or misleading and dangerous depending on its correspondence to reality. An understanding of the development of stereotypes and the role which they play in society forms a necessary background for the analysis of stereotypes of the American Indian presented in this monograph.

CHAPTER III

EXPERIMENTAL RESEARCH

EXPERIMENTS

Experiments by S. A. Rice. One of the early experiments dealing with stereotypes was conducted by S. A. Rice in 1926.¹ The experimenter took the pictures of nine men: Harriot (French Premier), Duncan (Vice-president of the American Federation of Labor), Krassin (Sovviet ambassador to France), Agel (a bootblack), Schwab (steel magnate), Heinz (soup manufacturer), Pepper (United States Senator), McIntosh (Deputy Comptroller of the Currency), and Glynn (former Governor of New York). The photographs were given to a group of 150 college students together with a list of such terms as "labor leader," "bolshhevik," "premier," "ambassador." The students were then told to attempt to match the correct word with the correct photograph. Allowing for the fact that two manufacturers were included in the portraits, the total number of correct identifications on a chance basis would have been approximately 168. The actual number of correct identifications was more than double that number or 313/37 out of a possible 1224. If this figure were placed on a scale with the expected chance number at one extreme and the maximum possible number

¹ Described in Kimball Young, Source Book for Social Psychology, p. 44.

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1936. The experimenter took the pictures of nine men:

Harris (French Premier), Hansen (Vice-President of the United

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Agel (a poet), Schweb (steel magnate), Helms (group leader),

Pepper (United States Senator), Helms (group leader),

Comptroller of the Currency, and Glynn (former Governor of

New York). The photographs were given to a group of 150 rat-

ers students together with a list of names under the label

leader, "Polish", "Premier", "Ambassador". The students

were then told to attempt to match the correct word with the

correct photograph. Allowing for the fact that two matches

turns were included in the portfolio the total number of

correct identifications on a chance basis would have been

approximately 150. The actual number of correct identifications

was more than double that number or 327 out of a possible

1224. If this figure were placed on a scale with the expected

chance number at one extreme and the maximum possible number

I Described in Kimball Young, Source Book for Social Psychology, p. 44.

of correct identifications at the other the excess number of correct identifications would fall 116 per cent of the way up the scale.

In the second half of this experiment, three groups of students graded the nine individuals on two traits, intelligence and craftiness. In this test, craftiness was defined as "that characteristic, the possession of which would lead to the taking of an unfair advantage in a business negotiation." The first group did not know the identity of the individuals whose pictures they were shown. The second group was purposely given false identifications based upon the stereotypes already discovered. The third group was correctly informed of their real identities. Disclosure of the true identities led to changes of ratings by the students in the case of seven out of the nine individuals rated. This indicated that the stereotyped occupational and social statuses carried with them "intelligence" and "craftiness" values.

Three major conclusions were drawn from this experiment.² First, it was noted that the stereotypes found among the students were similar. This similarity suggests the presence of a cultural stereotype. Secondly, there seems to be some basis of truth in a stereotype even though it is often distorted. Third, the estimates of intelligence and craftiness based on features portrayed are in reality greatly

² Ibid., p. 449.

of correct identifications at the other the excess number of correct identifications would fall 10 per cent of the way up the scale.

In the second half of this experiment, three groups of students graded the nine individuals on two traits, intelligence and creativity. In this test, creativity was defined as "that characteristic, the possession of which would lead to the taking of an unfair advantage in a business negotiation." The first group did not know the identity of the individuals whose pictures they were shown. The second group was purposely given false identifications based upon the stereotypes already discovered. The third group was correctly informed of their real identities. Discrepancies of the true identities led to changes of rating by the students in the case of seven out of the nine individuals rated. This indicated that the stereotyped occupational and social features carried with them "intelligence" and "creativity" values. Three major conclusions were drawn from this experiment. First, it was noted that the stereotypes found among the students were similar. This similarity suggests the presence of a cultural stereotype. Secondly, there seems to be some basis of truth in a stereotype even though it is often distorted. Third, the estimates of intelligence and creativity based on features portrayed are in reality greatly

influenced by the supposed identity of the persons portrayed. Thus there is a stereotyped "intelligence" and "craftiness" value placed upon these men because of their occupational and social status in the community.

Experiment by G. H. Meltzer. Meltzer conducted an experiment having a bearing upon stereotypes in 1932.³ He asked 200 children whom they regarded as the greatest man who ever lived. Seventy-two per cent gave the names of either Jesus, Washington, or Lincoln. Later the same children were asked to state who they believed was the greatest living man. Fifty-six per cent of the answers received involved one of three names. In view of the great number of men who might have been selected in these experiments the concentration on such a small number was interpreted as indication that the replies to the questions were expressions of stereotypes. The large concentration of answers on three names appears to indicate that the culture had already instilled stereotyped conceptions of the greatest men of all time, or the greatest man of today.

Experiment by S. S. Sargent. There have been several experiments dealing with values and attitudes as related to stereotypes. In 1930, S. S. Sargent⁴ conducted an experiment

³ LaPiere and Farnsworth, op. cit., p. 527.

⁴ Described in Gardner Murphy and Lois Barclay Murphy, Experimental Social Psychology (New York: Harper and Brothers, 1931), p. 681.

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³ LaPlante and Farnsworth, op. cit., p. 517.
⁴ Described in Gardner Murphy and Leta L. Stetter, Experimental Social Psychology (New York: Harper and Brothers, 1931), p. 581.

on the "emotional response" one gets from certain words. Many but not all of these words are concerned with mental pictures which may be considered as stereotypes. First, Sargent measured the reaction of a group of persons to fifty words to see whether later their stereotyped response would be altered by reflection. He took a list of common words relating to social, economic, political, religious, scientific, educational and recreational activities. Each word was read aloud and each subject was required to indicate his reaction within three seconds. The subject indicated his reaction on a five point scale, as follows: plus two indicated a rating of very favorable; plus one, favorable;; zero, a neutral or undecided reaction. A minus one and minus two indicated unfavorable and very unfavorable reactions, respectively.

Sargent worked on the assumption that words evoke either positive or negative reactions, excepting a very few words which elicit neutral reactions. A word was considered stereotyped when a total of the "very favorable" and "favorable" reactions outnumbered the indifferent or "don't know" reactions and the "unfavorable" or "very unfavorable" reactions; or when the "unfavorable" and "very unfavorable" reactions outnumbered those which are indifferent or "don't know" plus "favorable" and "very favorable."

After four weeks the same persons were given the test a second time. Four weeks was chosen as the interval because it was believed that any shorter period would result in the

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After four weeks the same persons were given the test a second time. Four weeks was chosen as the interval because it was believed that any shorter period would result in the

subject being influenced by the memory of what he had responded on the first test, while any longer than four weeks might result in a definite change of attitude of the subject. The results for the thirty subjects given both tests showed that there was a change of 11.5 per cent in a positive direction and a 12.0 change in a negative direction, positive meaning change toward a reaction considered favorable, and negative a change toward reaction considered unfavorable. Immediately after the second test each subject was told to write into the space beside each word on the paper the meaning the word had for him, using either a short definition or synonym. After carefully doing this and then thinking about each word again they were instructed to place the word on the five point emotional scale once more. The result was that the average change, both positive and negative, was only about two-thirds as much as was produced by the four week interval.⁵ The conclusion reached was that there is only a very small amount of change in stereotyped emotional response as the result of brief reflection.⁶

Experiment by L. L. Thurstone. L. L. Thurstone, in 1928, conducted an experiment on attitude-values of 21 nationalities and ethnic groups.⁷ Thurstone arranged the

⁵ Ibid., p. 683.

⁶ Ibid., p. 682.

⁷ Herbert Gurnee, Elements of Social Psychology (New York: Farrar and Rinehart Inc., 1936), p. 277-66.

twenty-one groups into pairs, so that every group appeared with every other one. The subjects were then asked to underline which member of every pair they preferred. Then, on the basis of the preferential votes received, each nationality was given a calculated score, which was in turn translated into a value scale by means of a statistical process. The results showed that the English were accepted most favorably and following in order from the most liked to the most disliked were the Scotch, Irish, French, German, Swedish, South American, Italian, Spanish, Jewish, Russian, Polish, Greek, Armenian, Japanese, Mexican, Chinese, Hindu, Turk and finally the Negro. It should be noticed that the last are people considered of other races than the Caucasoid. It is also interesting to notice that the first three, the most favorably accepted, are nationalities in the British Islands, while all of the next five are considered Continental European. From this experiment it might be presumed that there is an attitude set toward most nationalities.

Experiment by A. I. Gates. A test which seemed to show a tendency to associate people not liked with disliked nationalities was described in a book entitled, Educational Psychology, by Arthur I. Gates and others.⁸ The experiment was conducted using fifty college students as subjects. They were asked to rate fifteen nationalities on a nine point scale of favor-

⁸ Arthur I. Gates, and others, Educational Psychology (New York: The Macmillan Company, 1946), p. 485.

disfavor. One month later the same students were shown sixteen photographs of persons they did not know. These photographs included representatives of all of the fifteen nationalities. The nationalities of the persons in the photographs were not disclosed to the students and they were asked to rate the pictures on the nine point scale of favor-disfavor. One month later the same students were given the photographs which they rated two months before, and the list of the fifteen nationalities, and they were asked to judge the nationality of each subject. The results of this experiment showed that the students were unable to make an accurate judgment of the nationalities of the photographed persons, but they tended to identify the photographs they disliked with the nationalities they disliked. Although identification was rather poor in the above experiment, nationalities and races seem to be stereotyped in the minds of some Americans.

Experiment by D. Katz and K. Braly. D. Katz and K. Braly⁹ conducted an experiment to evaluate the stereotype of some of the more prominent races and nationalities. In this experiment a group of college students was told to write down the adjectives which they believed characterized various nationalities and races. Using this method eighty-four trait names were secured. Then these trait names were presented

⁹ Described in Kimball Young, Social Psychology, p. 193.

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to 100 students with the request that they select what they considered the five most typical traits for each nationality or ethnic group. They were told they could add new traits if they so desired. The results of this experiment showed that the students reflected the stereotypes that are supposedly held by the public at large. Three out of four regarded the Germans as scientifically minded; four out of five believed the Jews to be shrewd; over half believed the Turks to be cruel; and about half considered the Italians artistic and the Americans industrious. Four out of five stated that the Negro is superstitious. Of this entire group it was noticed that the Negro, Jew, and German were the most consistently stereotyped, as measured by the agreement on the specific characterizing traits, while judgments made of the Japanese, Chinese, and Turks showed considerably less agreement. We are in daily contact with many of the races and nationalities tested, yet we tend to cling to our stereotypes although they are greatly distorted. It seems that knowledge and familiarity are far less important in developing stereotypes than are the emotionalized concepts and attitudes that we constantly receive from our culture.

From these tests of attitude values, there appears to be a measurable value given to each of the "races" of mankind. Although there is daily evidence being presented to people that contradicts many of the stereotyped personality traits

they believed characteristic of certain races, it little affects the stereotype even in the face of obvious contradiction. In many instances the subjects cannot be correctly identified as to nationality, but there is a tendency to identify people who are not liked with nationalities that have a low attitude value score. These experiments indicate attitude value scores resulting from response based on many stereotypes.

Experiment by M. Saadi and P. Farnsworth. M. Saadi and P. Farnsworth¹⁰ conducted an experiment on effects of prestige-bearing stereotypes. They restricted this study to stereotypes connected with "experts" and prominent public figures. The two investigators selected from a list of well-known individuals the names of ten rather uniformly liked persons and ten rather uniformly disliked persons. The former included Aristotle, Mark Twain, and Lindbergh, while the latter group consisted of such people as William Randolph Hearst, Al. Capone, and Aimee Semple McPherson. Thirty statements of a controversial nature were then prepared and these were presented to one group of students with the information that each statement was made by one of the people in the well-liked group. A second group of students was given a set of statements supposedly attributed to the disliked group. A third group of students was given statements with no names attached.

¹⁰ Described in Young, op. cit., p. 192.

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ments supposedly attributed to the disliked group. A third
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¹⁰ Described in Young, op. cit., p. 192.

The students were then asked to mark the statements that they believed and also to indicate what statements they liked and disliked. The results of this experiment showed that statements were most readily accepted when they came from people generally respected and with high prestige. The experiment also indicated that the students, on the average, liked the statements that came from people of high prestige and disliked those that came from persons of low prestige. This is another indication as to values attached to stereotyped concepts.

Experiment by Ross Stagner. There have been several studies revealing the negative value attached to certain disliked ideologies. Ross Stagner¹¹ conducted an experiment in which he presented a series of arguments or statements on economic and political questions drawn from German fascist sources. As long as he mentioned that the statements were known to be fascist he got 73 per cent disapproval. Then he conducted a second test using the same statements but not stressing that they were in any way connected with fascist ideas. At once there was a sharp rise in favor of the statements. His conclusion was that people will not accept what comes from a strongly negatively stereotyped source.

An example of how strong the influence of a stereotype can be is drawn from medieval history. A plague was attacking

¹¹

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positive and disliked those that were negative. This is
positive. This is another indication of the tendency
to associated concepts.

Experiment by John G. Kelley

Studies revealing the negative value of a word in relation
disliked ideologies. John Kelley, in a study
in which he presented a number of statements on subjects
on economic and political questions. The subjects were
answers. As long as the subjects were the same, the
known to be tested as they were with the statements. The
conducted a second test with the same statements but not
stressing that they were in any way connected with the
ideas. As once there was a link between the statements and
words. The conclusion was that the subjects' responses
came from a strongly negative attitude toward the
An example of how strong the tendency is to
can be is drawn from Kelley's study.

an area and only one man was able to cure his patients, a despised Jewish doctor. To keep the sickened people from rushing to his doorstep and making him wealthy, a member of the clergy said, "It is better to die with Christ than to be cured by a Jew doctor aided by the devil."¹²

Experiment by G. W. Hartmann. In another experiment regarding political parties, G. W. Hartmann¹³ noticed that in a Center County election in Pennsylvania in 1934 the majority of voters seemed in favor of "a program of socialization." In a survey conducted in this county it appeared that about 55 per cent of the people favored such a platform. Yet, when these people discovered that it was being presented as the main promise of the Socialist Party platform, few people voted for this platform or the party. A second survey disclosed that 61 per cent of the voters claimed to dislike the Socialist Party. It is evident that, in many cases the voter casts his ballot for a party name rather than for a party platform.

All of the experiments dealing with political parties and the emotional values attached to them indicate the value-weighting characteristic of stereotypes. They also indicate the stability of a negative value in a stereotype. When most of the people favored a party platform, they rejected the

¹² Described in Young, op. cit., p. 257.

¹³ Described in LaPlere and Farnsworth, op. cit., p. 338.

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 be cured by a Jew doctor aided by the devil."
 12

Experiment by G. W. Hartmann. In another experiment

regarding political parties, G. W. Hartmann noticed that

in a Center County election in Pennsylvania in 1934 the
 majority of voters seemed in favor of "a program of social-
 ization." In a survey conducted in this county it appeared
 that about 55 per cent of the people favored such a plat-
 form. Yet, when these people discovered that it was being
 presented as the main promise of the Socialist Party plat-
 form, few people voted for this platform or the party. A
 second survey disclosed that 61 per cent of the voters claimed
 to dislike the Socialist Party. It is evident that, in many
 cases the voter casts his ballot for a party name rather
 than for a party platform.

All of the experiments dealing with political parties
 and the emotional values attached to them indicate the value-
 weighting characteristics of stereotypes. They also indicate
 the stability of a negative value in a stereotype. When some
 of the people favored a party platform, they rejected the

12 Described in Young, op. cit., p. 227.

13 Described in LaPiere and Renshaw, op. cit., p. 338.

platform because of the stereotyped vision the political name brought into their minds. These are cases in which increased knowledge had no effect on modifying the negative value of the stereotyped party.

SUMMARY OF CHAPTER

Many of the experiments described in this chapter do not have any direct bearing on the problem being investigated by this thesis, but they have been included to show what type of work is being conducted in the field of stereotypes. These experiments have been conducted by men who may be called pioneers in their field, since research on the stereotype (as the word is now defined) is little more than a quarter of a century old. The hypotheses involving stereotypes are not yet well defined, crystallized, or adequately tested. It is with this in mind that the present investigation has been conducted.

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name brought into their mind. I have also seen
increased knowledge had no effect on the
value of the stereotyped list.

DISCUSSION OF RESULTS

Many of the experiments described in this paper
not have any direct bearing on the question of the
by this thesis, but they have been included for the sake
type of work is being conducted in this field.
These experiments have been conducted in the field of
phenomena in their field, which is the field of
(as the word is now defined) in the field of
a century old. The hypothesis that the word is
not yet well defined, or at least not as well
it is with this in mind that the experiments
been conducted.

CHAPTER IV

METHODS USED IN THIS INVESTIGATION

METHOD OF OBTAINING STEREOTYPE OF AMERICAN INDIAN

Before an attempt could be made to test the hypotheses stated in the first chapter, it was necessary to select a particular stereotype for intensive analysis. The American Indian as portrayed in comic books, pulp and other magazines, and the motion pictures, was selected as one having considerable interest and significance at the present time. The working assumption has been that these various mass media of entertainment would reflect with considerable fidelity any existing general stereotype common to the wide publics to which the media appeal. A proof of the validity of this assumption would involve a comparison of the stereotype found in this investigation with the stereotype of the Indian found by a questionnaire or other personal contact method. Such a questionnaire is outside the scope of the present study.

Selection of media. Two hundred comic books were collected. From this group all the books containing stories of Indians were selected. Only stories that were of a serious nature were analyzed. No more than three episodes were taken from any particular publication, to guard against the same artist doing more than a small percentage of these cartoons. Before a serious Indian story was used there had to be a

minimum of three Indians in the story. When the stories were selected in this manner it was found that there were twenty-six episodes which filled these requirements out of the 200 comic books that were originally chosen according to availability.

A similar procedure was used in regard to the pulp magazines.¹ Two hundred "western" type magazines were picked according to availability. Western magazines of the "romance" type, such as Western Romances or Western Love Stories were not included. From the 200 copies of magazines, all the stories about Indians were selected. No more than two stories by any one author were used.² Stories from which little concerning the characteristics of the Indian could be discerned were discarded, including stories that were extremely short and stories that had very little to do with Indians. A total of fourteen Indian stories was found suitable for this investigation out of the 200 magazines issues available.³

Following a similar procedure 200 issues of other mass circulation fiction magazines (Saturday Evening Post and Collier's Weekly) were picked according to availability. Using

¹ Refers to the cheap pulp-paper publications usually issued monthly for popular reading.

² Many "western" stories are written under pen names. The same writer may use several such pen names.

³ The earliest western pulp magazine was Beadle's Monthly, which stressed western stories as early as 1866. This magazine may have helped spread the stereotype of the American Indian. Frank Luther Mott, A History of American Magazines (Cambridge, Mass.: Harvard University Press, 1938), p. 167.

minimum of three I think... selected in this manner... six episodes which... cosmic books that were... difficulty.

A similar procedure... magazine... according to availability... type, such as... not included... stories about... by any one author... copying as... were distributed... and stories that... of fourteen Indian... investigation... Collection... circulation... Collier's...
EXTRACT FROM
REPORT

1. Before to the... issued monthly for...
EXTRACT FROM
REPORT
2. Many... The same with...
EXTRACT FROM
REPORT
3. The earliest... Monthly, which... This magazine... American Indian... Magazine... p. 107.

a maximum of two stories by any one author, and disregarding stories in which Indian characters were only incidental, a total of twelve stories was selected for study from this group of 200 magazine issues.

Eight motion pictures, containing Indian characters were observed. There were then sixty stories in which to seek a stereotype of the American Indian. Twenty-six of these stories came from comic books, fourteen from pulp magazines, twelve from other magazines, and eight from the motion pictures.

Selection of characteristics to be tabulated. From the sixty stories approximately twenty-five characteristics were selected for tabulation. They were classed under four heads: physical appearance, dress and ornamentation, other material culture traits, and miscellaneous. Under the grouping of physical appearance were included skin color, height, build and facial expression. Under dress and ornamentation were listed clothes, headdress, hair style, and objects of ornamentation. Frequency of warpaint and the conditions under which it was used were also included in this grouping. Under other material traits were weapons and dwelling types; as well as evidences of the basic economy depicted in the Indian culture, that is, did they get their livelihood from livestock raising, farming, hunting, or raiding. Under miscellaneous were included evidences of humor, drunkenness, religion, as well as indications as to whether the Indians were cruel or humane, cowardly

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or brave, strong-willed or easily ledd, dirty or clean, and trustworthy or untrustworthy. Also uunder this heading we listed some of the personal characterristics of the medicine men, chiefs, and the other Indians.

Subjectivity in method. It mustt be understood that the classification of Indians according to the characteristics set forth in this chapter was ununavoidably subjective. However, a sincere attempt was made ttto conform to the same standards in abstracting traits from each episode. Whenever there did not appear to be enough eviidence for a reasonable accurate classification, or whenever there appeared to be conflict, the item was given a not deetetermined rating. The only items that were reasonably easy ttto classify were given a definite classification. In the taabulation of totals to determine if the various items were sstereotyped, the category not determined was ignored.

Use of terms in method. The worrds segment, classification, and item will be used throughout the discussion. Segment will refer to each of the four llarge categories: physical appearance, dress and ornamentatiticon, other material culture traits, and miscellaneous. CClassification will rer to each individual heading like skin color, height, build etc. Item will refer to the various possible differentiations under each classification. An exampllee of this would be to pink, red, and natural under the classsification skin color.

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It was possible for a single classification to have several items checked off as present in a single story. For example one story may have a good and an evil chief in it, therefore making it possible to check off both good and evil for one story under the classification of "chief's character."

Clarification of terms. Under the classification skin color there were three possible items, red, pink, and natural. Natural consisted of any combination of brown, or yellow with red, pink or any similar shade.

Under the classification height an Indian was considered tall or short. An Indian that appeared to be as tall as the leading white man in a story was considered tall, as it was assumed that the stereotype of the typical white hero is that of a tall man.

The classification build had three items under it; thin, medium, or fat. Facial expression had but two possible items, pleasant featured and grim featured.

Under the segment dress and ornamentation was the classification dress. Under it were the items: nothing on above waist, loincloth, loincloth and leggings, blankets or robes, skin or cotton shirts, moccasins or sandals, single-piece dress. Under the classification chief's headdress were the items: full Plains headdress, fur hair, horsehair headdress, few feathers, and no feathers. The

It was possible for a single classification to have several items checked off as present in a single story. For example one story contained a good and an evil child in it, therefore making it possible to check off both good and evil for one story under the classification of "child's character."

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The classification build had three items under it, thin, medium, or fat. Facial expression had two possible items, pleasant featured and grim featured. Under the segment dress and ornamentation was the classification dress. Under it were the items: nothing on above waist, long-sleeved, long-sleeved and leggings, blanket or robe, skin or cotton shirt, necklace or sandals, single-piece dress. Under the classification child's headpiece were the items: full white headpiece, the hair, horsehair headpiece, the feather, and no headpiece. The

same items appeared under the classification headdress average Indian. There were six items under the classification hair style. They were: "bun," scalplock, shoulder length, braided down side of face, braided down back of head, and short hair. The bun consisted of any hair style knotted at the back of the head. The scalplock is a narrow strip of hair left down the center of the head with the rest shaven off. The other items under this classification seem self explanatory.

The items tattooing and war paint were listed under two classifications, one for Indians at war and the other for Indians at peace. The classification ornamentation included the items wrist bands, arm bands, necklaces, earrings, shell or metal objects, and elaborately decorated cloth. It was possible to classify a single object under two items. For instance a shell worn about the neck would be classified as both a necklace and a shell disk.

Under the segment other material culture items, was the classification weapons. Under this were the items guns (any weapon that fires a shell or bullet), bow and arrow, tomahawk, knife, spear (or lance) and shields. Under the classification dwelling types were the items teepee, longhouse, and brushhouse. The latter included any shelter made of brush, bark, branches, or wattle and daub that did not resemble the shape of the first two items. Economy was limited to two possible items, hunting

or raiding, and agriculture or livestock raising.

Under the segment non-material culture was the classification humor, under which were the items present or absent. If the Indian enjoyed a joke or told jokes he was considered humorous. Cruelty was a second classification under which were the items humane and cruel. Under bravery were the items brave and cowardly. Under the classification strong willed or easily led, were the items strong willed or easily led. This referred to the Indian's susceptibility to persuasion. Dirtiness had under it two items, dirty and clean. Drunkenness had two items also, drunk or sober. The character of the medicine man, chief, and average Indian were three classifications, under each of which were the items good, evil, and average. Under the classification trustworthiness were the items untrustworthy and trustworthy. Religion was the final classification and consisted of the items shaministic spirit religion, Christianity, and others.

Each classification had under it two, three, or more than three items. In examples where there were two or three possible items the examples had to be clear cut and distinct before they were tabulated. In examples where there were more than three items possible, usually a single example was enough in each case for tabulation.

Variations in stereotype in each media. Four charts

of training, and the subject of the study was
Under the present conditions, the study was
classification was, however, not the same as
or subject. It is a study of the subject
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tion within a certain range of the subject
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classification study, which is the subject of
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susceptibility to generalization. The study
items, which are the subject of the study
drunk or sober. The study of the subject
and average subject were the subject of the study
of which were the subject of the study
the classification of the subject of the study
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tion and the subject of the study
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Each classification of the subject of the study
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example was given in each case for the subject
various in general in the study of the subject

were constructed (one for each of the media used in this investigation), each having all the segments, classifications, and items mentioned earlier in this chapter. From the tabulated totals of each medium a master chart was made.⁴ From the master chart it can be seen that the information obtained from the different media was similar but not identical. Two of the media stressed visual presentation while the other two concentrated on the written word to tell their story. The written word can elaborate on certain things that pictures are not able to stress, while on the other hand the sources that use pictures can portray dress and appearance more readily than can the written word. In this investigation certain items were found to have been so vaguely presented by some media that a classification of "not determined" resulted in a majority of the cases.

Explanation of variation. We can expect a different type person to read each of the four sources investigated, although in the normal course of a lifetime the majority of people would be exposed to all of these sources. Although we have no way of judging without the aid of a costly survey who reads the different magazines, it is evident that certain type magazines are selected by certain individuals on the basis of their interest. We assume then that certain

⁴ Refer to Table I, page 40

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people receive enjoyment by reading comic books, others by reading magazines, and still others by going to the motion pictures. Some people may seek enjoyment by just one, several, or all of these media. A person who exposes himself to only one of these sources may have a slightly different stereotype of the American Indian than a person who enjoys a different source of entertainment, while a person who draws from several or all of these media may have a still different idea of the Indian.

The next chapter attempts to see if there is any significant difference in the results obtained from the four media, and to produce a composite stereotype by combining all four sources into a single picture.

Procedure followed to get composite stereotype. In determining a composite stereotype the following procedure was adopted. The totals of each item in each media were added to form a grand total. Then the following standards were applied. In classifications where there were two items, an item had to be tabulated as present twenty-five times, or it had to occur at least eighteen times and be double the amount of the subordinate item (the one with the lower tabulation), in order to be considered stereotyped. When there were three possible items under a classification an item was considered stereotyped if it occurred twenty-five times or if it occurred eighteen or more times and was more than the totals of the tabulation of both the subordinate

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items. Where there were more than three possible items any item was considered stereotyped if it exceeded twenty in tabulation.

Control group. From a control group of ten Indian stories from an earlier period a stereotype abstracted by the same method as that described above for the four present-day media was used. In this group an item was considered stereotyped if it appeared three times where there were two or three possible items, or if it appeared twice if there were more than three items. An agreement in many of the totals between the control group and the modern group seems to indicate stability of the stereotype, a wide difference in the results would seem to indicate there has been considerable change in the stereotype.

CHAPTER V

INTERPRETATION

RESULTS OBTAINED IN EACH OF THE MEDIA

Before abstracting the general stereotype of the Indian it is well to compare certain items from the four media to show that the stereotype varies according to the medium.

Stereotypes obtained from various media not identical. Excluding entirely from the tabulated results the classification "not determined," the following conclusions can be reached. Under the classification skin color it was found that red is the predominant color of the Indian in over half the cases in the comic books, while in the more sophisticated magazines there are six cases of natural, or bronze colored Indians, and only one case in which the color is described as red. Red again predominates in the "pulp" magazines while the natural color scored the highest in the motion picture total.

In regard to the classification height, all four types of media portray the Indian as predominantly tall. In regard to build all pictured the men as being of slender build, while the women were shown as slender in three out of four types of media. The Indian was frequently pictured as grim-featured in all the media. In the entire study there

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TABLE I

NUMBER OF TIMES GIVEN TRAITS APPEARED IN VARIOUS MEDIA
AND THE CONTROL GROUP

Traits	Frequency of Occurrence in Various Media					Control Group
	Comic Books	Pulp Magazines	Other Magazines	Motion Pictures	Totals	
1. Physical Appearance						
<u>Skin Color</u>						
Natural	3	2	6	3	14	0
Pink	8	0	0	1	9	0
Red	15	4	1	0	20	2
Not determined	0	8	5	4	17	8
<u>Height</u>						
Tall	18	4	2	7	31*	3*
Short	2	0	0	1	3	1
Not determined	6	10	10	0	26	6
<u>Build (Men)</u>						
Thin	24	9	7	4	44*	4*
Medium	2	1	1	3	7	1
Fat	0	0	0	1	1	0
Not determined	0	4	4	0	8	5

1. Physical Appearance

TABLE I (con't.)

Traits	Frequency of Occurrence in Various Media					Totals	Control Group
	Comic Books	Pulp Magazines	Other Magazines	Motion Pictures			
<u>Build (Women)</u>							
Thin	6	0	3	1	10	0	2
Medium	2	0	0	1	3	0	0
Fat	0	0	0	0	0	0	0
Not determined	18	14	9	6	47	8	8
<u>Facial Expression</u>							
Grim-featured	25	3	5	7	40*	1	1
Pleasant-featured	0	0	0	0	0	1	1
Not determined	1	11	7	1	20	8	8
2. Dress and Ornamentation							
<u>Clothes#</u>							
Nothing on above							
waist	24	8	8	6	46*	5*	5*
Loincloth	16	5	5	3	29*	4*	4*
Loincloth and leggings	14	5	2	5	26*	2*	2*
Blankets and robes	2	0	3	2	7	6*	6*
Skin and cotton shirt	3	4	0	5	12	4*	4*
Moccasins or sandals	25	10	8	7	50*	7*	7*
Single-piece dress	8	0	4	2	14	0	0
Not determined	0	6	4	1	11	1	1

TABLE I (cont.)

Traits	Frequency of Occurrence in Various Media					
	Comic Books	Pulp Magazines	Other Magazines	Motion Pictures	Totals	Control Group
<u>Headdress (Chiefs) #</u>						
<u>Full Plains headdress</u>	19	5	1	3	28*	7*
<u>Fur hats</u>	5	1	0	1	7	0
<u>Horsehair headdress</u>	0	1	2	2	5	0
<u>Few feathers</u>	5	3	0	4	12	0
<u>No feathers</u>	2	0	2	0	4	0
<u>Not determined</u>	0	5	7	2	14	3
<u>Headdress (Other Indians) #</u>						
<u>Full Plains headdress</u>	4	0	0	0	4	0
<u>Fur hats</u>	1	1	0	1	3	0
<u>Horsehair headdress</u>	0	1	0	0	1	0
<u>Few feathers</u>	23	6	6	6	41*	5*
<u>No feathers</u>	20	2	5	6	33*	5*
<u>Not determined</u>	0	4	4	0	8	2
<u>Hair Style #</u>						
<u>"Bun"</u>	1	0	0	1	2	0
<u>Shoulder length</u>	6	3	1	3	13	2
<u>Scalplock</u>	4	2	0	1	7	1
<u>Short hair</u>	1	0	0	0	1	0
<u>Braided down back</u>						
<u>Braided down side of face</u>	14	3	6	6	29*	5*
<u>Not determined</u>	0		5	0	11	2
<u>Tattoo or War Paint (War) #</u>						
<u>Examples</u>	5	1	4	2	12	8
<u>Tattooing</u>	0	0	0	0	0	0
<u>War paint</u>	2	0	1	0	3	2

War being
Tattooing
Examples
of tattoo on War being (War)

Not determined

Prisoner took sign of
South West
South West
South West

War being

Prisoner took sign of
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TABLE I (con't.)

Traits	Frequency of Occurrence in Various Media					Control Group
	Comic Books	Pulp Magazines	Other Magazines	Motion Pictures	Totals	Group
<u>Objects of Ornamentation</u>						
Wrist bands	13	3	4	5	25*	2*
Arm bands	18	5	4	8	33*	0
Necklaces	18	4	4	6	34*	1
Metal or shell objects	7	1	2	0	16	0*
Earrings	7	0	5	0	12	2*
Decorated cloth (elaborate)	9	1	2	5	17	6*
Not determined	0	6	3	0	9	2
3. Other Material Culture Traits						
<u>Weapons</u>						
Guns	19	12	10	8	49*	5*
Bow and arrow	21	11	6	6	44*	2*
Tomahawk	17	7	3	4	31*	2*
Knives	16	5	3	4	28*	3*
Spear and lance	17	7	2	5	31*	2*
Shields	7	4	2	2	15	0
Not determined	0	0	0	0	0	1
<u>Dwelling Type</u>						
Teepee	18	3	4	1	26*	7*
Longhouse	1	1	0	0	2	0
Brush	1	1	0	1	3	2
Not determined	6	9	8	6	29	1

Not determined
Elisha
Longhouse
Tobacco
Dried
Dried

Not determined
Elisha
Longhouse
Tobacco
Dried
Dried

Not determined
Elisha
Longhouse
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TABLE I (con't.)

44

Traits	Frequency of Occurrence in Various Media						Control Group
	Comic Books	Pulp Magazines	Other Magazines	Motion Pictures	Totals		
<u>Economy</u> [#]							
Hunting or raiding	19	13	10	6	48*	7*	
Agriculture or live stock	1	0	3	1	5	2	
Not determined	6	1	0	2	9	2	
4. Miscellaneous							
<u>Humor</u>							
Absent	26	13	10	7	56*	2	
Present	0	1	2	0	3	4*	
Not determined	0	0	0	1	1	4	
<u>Cruelty</u>							
Cruel	9	13	6	1	29*	2	
Humane	2	0	0	0	2	0	
Not determined	15	1	6	7	29	8	
<u>Bravery</u>							
Brave	5	1	3	0	9	1	
Cowardly	7	7	2	5	21*	1	
Not determined	14	6	7	3	30	8	
<u>Strong Willed or Easily Led</u>							
Strong Willed	1	0	1	0	2	0	
Easily led	9	6	0	3	18*	0	
Not determined	16	8	11	5	40	10	

Not determined
 Seely 1st
 Strong allies
 Seely 1st
 Strong allies
 Seely 1st
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Traits	Frequency of Occurrence in Various Media					Totals	Control Group
	Comic Books	Pulp Magazines	Other Magazines	Motion Pictures			
<u>Dirtyness</u>							
Dirty	0	4	5	1	10	0	0
Clean	20	1	0	3	24*	0	0
Not determined	6	9	7	4	26	10	10
<u>Drunkennes#</u>							
Drunk	1	5	1	2	9	1	1
Sober	23	6	12	5	46*	0	0
Not determined	2	3	1	1	7	0	0
<u>Character of the Medicine Man</u>							
Good	0	0	0	0	0	0	0
Average x	0	0	1	0	1	0	0
Evil	6	2	1	2	11	1	1
Not determined	20	12	10	6	48	9	9
<u>Character of the Chief</u>							
Good	6	0	0	1	7	1	1
Average x	3	1	1	0	5	1	1
Evil	3	3	7	5	24*	2	2
Not determined	8	10	4	2	24	6	6
<u>Character of other Indians</u>							
Good	1	0	1	0	2	1	1
Average x	7	0	1	0	8	1	1
Evil	9	9	8	5	31*	1	1
Not determined	10	5	2	3	20	7	7

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Traits	Frequency of Occurrence in Various Media						Control Group
	Comic Books	Pulp Magazines	Other Magazines	Motion Pictures	Totals		
<u>Trustworthiness</u>							
Untrustworthy	18	11	9	7	45*		2
Trustworthy	1	1	0	1	3		2
Not determined	7	2	3	6	12		6
<u>Religion</u>							
Shamanistic Spirit	10	3	2	1	16		3
Christianity	0	0	1	1	1		0
Other	0	0	0	1	1		0
Not determined	16	11	10	5	42		7

Indicates items considered stereotyped.

Indicates classifications in which more than one item was checked off in a single story.

x An Indian will be considered average when his character has about an equal balance of good and bad points. Not determined will be used if his character is but barely portrayed, if at all.

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was not one story in which the Indians were described or pictured as pleasant-featured, while in the control group (Indian stories from 1880 to 1920) only once did the Indians appear to be pleasant-featured.

In regard to clothing, a majority of the Indians depicted in each medium were nothing above the waist, a loin cloth or loincloth and leggings below the waist, with sandals or moccasins for footgear. The headdress of the chief was not consistently depicted in the four types of media. In the comic books the full Plains headdress predominated, while in the motion pictures the chief wore just a few feathers in more cases than he did any other single headdress type. However, nowhere except in the comic books did one headdress style total more than the combined total of all the other types of headdress. The headdress of the Indians other than chiefs was usually a few feathers or no headdress at all.

Braids down the side of the face was the prevailing hairstyle in all the studies except that of the "pulp" magazines. In this medium no predominant type stood out and three styles were pictured with about the same consistency.

In two of the four media evidence of war paint occurred in less than half of the examples where the Indians were described as on a raiding or war status. In the motion pictures, however, war paint occurred in six of the seven examples where the Indians were supposedly on a war or raid status. There

was no evidence of tattooing in any case in the description of warlike or peaceful Indians. Wrist bands, arm bands, and necklaces appeared frequently in all four types of media. Earrings were the most named item in the more sophisticated magazines, but were the least-named items in the other three types of media.

The two weapons that predominated in each of the four media were the bow and arrow and the gun. The dwelling type most often described in the stories was the tepee. The economy of the Indians was described as hunting and raiding, with a very few exceptions. Humor was almost always absent. This absence was noted in over 90 per cent of the stories in this investigation, and strongly predominant in each of the four media. In each of the four media the Indian was pictured as cruel rather than humane. The Indian was also described as cowardly by three of the four types of media used in this investigation.

By an overwhelming majority in each of the media the Indian was characterized as untrustworthy. The Indian was described as clean in both the pulp and the more sophisticated magazines.

The Indian was believed to be easily led in most cases, although he was not considered a drunkard in any of the four types of media used in this investigation. The medicine man was characterized as evil in all but one of the

stories in which a conclusion could be drawn as to his character.

The chiefs and the other Indians were depicted as evil in the majority of cases in each of the four types of media used. Likewise the Indian was described as a person not to be trusted in each of the types of media. The shamanistic spirit aspect of the religion of the Indian was predominant in every type of medium except the moving pictures where there was a single example of each of the three possible classifications.

THE COMPOSITE STEREOTYPE

It would appear from this investigation that there is not one stereotype of the Indian but several, which, however, have much in common. The general stereotype which remained after differences had been eliminated included several significant features. It is that of a tall, thin man with grim features, but with no particular stereotyped skin color.¹ He is clothed only in loincloth or loincloth and leggings, wears moccasins or sandals, and is bare above the waist. If he is a chief he has on a full Plains type headdress, but if he is not a chief he has few or no feathers. His hairstyle:

¹ Printing methods dictate color to a varying extent in magazines. Because of this there could arise some inaccuracies in attempting to stereotype skin color by the methods used in this investigation. The use of real Indians in color motion pictures would also confuse the results in the classification of skin color.

is braids down the side of his face. He is wearing war paint if on a war footing. The only three articles of ornamentation are necklaces, wrist bands and arm bands. His weapons may be either guns, bow and arrows, tomahawk, or spears. His dwelling is a tepee. He gains his living by hunting and raiding. He shows no signs of humor. He is cruel if he is in a position of advantage, and a coward if he is not. He is weak-willed and easily led. He is not dirty, nor is he a drunkard. Whether he is a chief or a brave he is an evil person intent on harm. He is not to be trusted.

The general stereotype of the American Indian appears to resemble the Plains Indians of the last century.² The Indians in North America were very diverse in appearances and culture, yet the stereotype developed seems to have been that of a comparatively small segment of the entire Indian population.

² Described in Edwin R. Embree, Indians of the Americas (Boston: Houghton Mifflin Company, 1939), pp. 127-159. For quick reference the stereotyped items as disclosed by this investigation are listed below.

Indian wears no clothes above waist
 Indian wears a loincloth or loincloth and leggings.
 Indian wears moccasins or sandals
 Chief has full Plains headdress
 Indian wears braids down side of face
 Indian wears arm bands and wrist bands
 Indian wears necklaces
 Indian carries a gun, bow and arrow, tomahawk, knife or spear
 Indian is a coward
 Indian is evil
 Chief is evil

Indian is tall
 Indian is thin
 Indian is grim featured
 Brave has few or no feathers
 Dwelling type is a tepee
 Economy is hunting and raiding
 Humor is absent
 Indian is cruel
 Indian is easily led
 Indian is clean
 Indian is not a drunkard
 Indian is not to be trusted
 Indian wears war paint when on war footing

CHAPTER VI

CONCLUSIONS

THE FIRST HYPOTHESIS

The composite stereotype of the American Indian as described in the previous chapter may be used to test the two hypotheses stated in the first chapter. The first was that the stereotype remains relatively stable in a culture even though the culture itself changes. It suggests three questions: Does the stereotype of the Indian found in this investigation hark back to an earlier period? Have considerable changes taken place in the culture of the whites and Indians and in the relationships between Indians and whites since that period? Are these changes adequately reflected in the stereotype?

Testing the hypothesis. In answer to the first question, dress and ornamentation as depicted in the media observed were found to be those of the Plains Indians of the nineteenth century. The present day Indian does not dress in such fashion except for ceremonial occasions. Of the sixty stories analyzed, forty-nine described the Indians as on a war or raid status. Of these forty-nine examples the majority described the Indians as in conflict with the whites of the plains area. This was a situation prevailing during the nineteenth century before 1880, when the conflict

between whites and Indians was at its height. The Indian economy described in forty-eight of the stories was basically hunting and raiding, another indication that the Indian of the general stereotype derives from an earlier historic period. The prevalent dwelling was the tepee. The use of the bow and arrow, tomahawk, spear, lance, knives, and guns, is another indication that the stereotype is derived from an earlier period.

Considerable changes have taken place in the culture of the Indians and in their relationships with whites since the period from which the present general stereotype is derived. History has portrayed for us the eventual defeat and acculturation forced upon the majority of American Indians. The aboriginal culture in most cases was largely lost under the impact of Western civilization. Quickly, almost in a single lifetime, the Indian changed from an aboriginal to a partly acculturated reservation-type Indian. The old mode of life largely disappeared. Those who had a nomadic economy altered or abandoned it. The white man's attire largely replaced the aboriginal clothing. The headdress, except for ceremonies, was abandoned. The tepee was largely replaced by a more permanent structure, usually following the architecture of the white settlers. Even the social, political, and religious systems have been altered to a considerable extent in most cases. To this has been added the change in the relations between the white and

between white and Indian... economy described... basically... Indian of the... historic... The war of the... and... lived from an... Obsolete... of the... the... derived... and... Indians... lost... rest in... subjected... The... romantic... subjected... living... social... to a... which the...

Indian groups. The attitude of the white toward the Indians has changed from one of hostility and distrust to one of peace and comparative tolerance.

To find if the stereotype has remained stable over the last thirty years or more, a control stereotype was sought in ten stories from magazines of the period from 1890 to 1920. Using the same procedure as that utilized in connection with the four present-day media a stereotype was abstracted. Because of the small number of magazines available for study, the stereotype of the period from 1880 to 1920 could not be strongly defended. However, the agreement between the stereotype of the magazines prior to 1920 and the stereotype of the present-day media showed strong agreement in many of the classifications, indicating that the stereotype was quite similar in most of the respects that could be determined.

This would indicate that the stereotype of the American Indian has remained relatively stable over a period of at least thirty years.

Conclusions regarding first hypothesis. From all indications it appears that cultural changes affecting Indians are not adequately reflected in current media of mass circulation. The present stereotype of the Indian does not to any great extent reflect the changed relationships with the whites, nor does it reflect the vast transformation

of the culture of the American Indian. This study supports the first hypothesis that a stereotype remains relatively stable even though the culture itself changes.

THE SECOND HYPOTHESIS

The second hypothesis is that stereotypes tend to be value-weighted as "good" or "bad" as these words are culturally defined. The questions suggested are: Does the stereotype of the Indian as revealed in this study tend to clothe him with attributes which suggest he is consistently "good" or "bad?" Is the characterization clear cut and extreme?

Testing the hypothesis. In the stereotype found in this investigation the Indian possesses traits that seem to be value-weighted as "bad." Seven of the traits, cowardliness, evil character, grim expression, cruelty, weak will (he is easily led), raiding economy, and untrustworthiness, all appear to have negative values. The Indians' neat and sober appearance seems to be the only indication of positive value in the stereotype. However, there is lack of consistency, and the characterization is not at all times clear cut and extreme. In this investigation there were few classifications that did not have some contradictory presentations. For instance, although the Indian was considered as generally having an "evil" character, there were two cases

of an Indian being considered "good" and eight cases where he was considered "average." Thus the stereotype of the Indian, while suggesting mainly negative values, is not fully consistent, clear cut, or extreme in following such a pattern.

Conclusions regarding second hypothesis. For the purpose of this study the general stereotype of the American Indian appears to be a strongly negative one.

GENERAL CONCLUSIONS

Because of the reflection of popular prejudices and attitudes in the stereotypes possessed by a culture, knowledge of its stereotypes is a valuable aid to the understanding of any culture.

In this thesis a method based on the prevalence of significant traits found in the American Indian as presented in certain media with mass appeal has been used to abstract a stereotype of the American Indian. The stereotype was found to reflect an earlier historical period in spite of changing culture and increased knowledge. In addition it has been shown to be value-weighted negatively.

SUGGESTIONS FOR FURTHER RESEARCH

These conclusions are consistent with the results of the other investigations discussed in Chapter III. The method used in this thesis lends itself to the analysis of many

of an Indian being employed as a laborer, he was constantly vigilant. He was a native Indian, while at the same time he was a fully conversant with the English language.

Special Agent in Charge, Bureau of Indian Affairs, Washington, D. C.

purpose of this report is to inform the Bureau of the results of the investigation conducted by the Special Agent in Charge, Bureau of Indian Affairs, Washington, D. C., on the subject of the above named individual.

Reference is made to the report of the Special Agent in Charge, Bureau of Indian Affairs, Washington, D. C., dated at Chicago, Illinois, on the 1st day of March, 1904, in which it is stated that the above named individual was employed as a laborer on the reservation at Chicago, Illinois, and that he was a native Indian.

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other stereotypes. It could be readily applied to determining the stereotype of many ethnic groups such as the Negro, Jew, Italian, or Mexican. Further work could profitably be done on the same hypotheses tested in this investigation, or on additional hypotheses in the field of stereotypes. A questionnaire asking a large enough sampling of the American public their conception of the American Indian would be valuable in determining if the methods used in this investigation to uncover the stereotype of the Indian was valid. If this was found to be so the method used in this study could be well applied to determine almost any stereotyped conception without the cost of a elaborate survey or questionnaire.

The field of stereotypes is undeveloped. The concepts and hypotheses concerning stereotypes are uncrystallized. The workers in the field have a broad range of activities to interest them. It is hoped that this investigation will encourage additional study in stereotypes, and will in a small way help to formulate and crystallize the concepts and hypotheses connected with stereotypes..

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APPENDICES

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APPENDIX A

LIST OF PUBLICATIONS, MOTION PICTURES AND STORIES USED IN THIS THESIS

The contents of this appendix will be broken into five groups: publication data on comic books, publication data on pulp magazines, publication data on Collier's Weekly and Saturday Evening Post, publication data on motion pictures, and publication data on magazines between 1890 and 1920. Each group will have stories numbered from one to eight or higher. The numbers will correspond to the number on the charts in APPENDIX B.

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Publication Data of Comic Books Used in This Study (con't.)

No.	Name of Comic Book	Date of Publication	Name of Story
14	Hopalong Cassidy Comics	February 1949	The Red Dust Uprising
15	Tip Top Comics	September-October 1949	Broncho Bill
16	Tim Holt Comics	November 1949	Kiowa Death Trap
17	Buster Brown Comics	Book number 16	Little Fox
18	Tim Holt Comics	November 1949	The Ghost Rider
19	Boy Commandos	July-August 1949	The Battle That Changed History
20	Blazing West Comics	September-October 1949	Injun Jones
21	Hobart Donavan Comics	Unknown*	Little Fox and the Buffalo Woman
22	Gunfighter Comics	April 1949	The Buckskin Kid
23	Dick Cole Comics	December-January 1949	Bulls Eye Bill
24	Gunsmoke Comics	October-November 1949	Calamity Jane
25	Western Fighters	December 1949	A Man and a Town
26	Star Spangled Comics	December 1949	The Second Pocahontas

*Date torn from magazine used in this study.

Publication Data of "Pulp" Magazines Used in This Study

No.	Name of Magazine	Date of Publication	Name of Story
1	Frontier Stories	Spring 1949	The Forest Runner
2	Frontier Stories	Spring 1949	Trail of Treachery
3	Masked Rider Western	December 1949	Trail of the Shoshones
4	New Western Magazine	December 1949	Roll the Empire Westward
5	Western Tales	December 1949	Six Bullets West
6	Western Novels	January 1950	Red Trail
7	Giant Western	December 1949	The Affair at Stinking Springs
8	Thrilling Western	November-December 1949	A Man Like General Custer
9	Thrilling Western	November-December 1949	Wagons Westward
10	Popular Western	December 1949	The Gun Runner
11	New Western Magazine	December 1949	The Enemies
12	Dime Western Magazine	November 1949	Hoodoo Patrol
13	Story Western Magazine	November 1949	Seven Wagons to Hell
14	Adventure Magazine	Unknown*	The Constable of Lone Sioux

* Date torn from magazine used in this study.

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Publication Data of Stories from Collier's Weekly and

Saturday Evening Post Used in This Study

No.	Name of Magazine	Date of Publication	Name of Story
1	Saturday Evening Post	July 28, 1945 August 4, 1945	Outpost
2	Saturday Evening Post	February 24, 1945	Canyon Passage (Chapters 7 & 8)
3	Collier's Weekly	April 17, 1948	A Cree Could Say Goodby
4	Saturday Evening Post	September 15, 1945	Thorns for Johnny Spring
5	Saturday Evening Post	March 10, 1945	Desperate Journey
6	Saturday Evening Post	December 25, 1948	Ambush (Chapter 1)
7	Saturday Evening Post	August 16, 1947	Mountain Medicine
8	Saturday Evening Post	June 21, 1947	The Devil at Crazy Man
9	Saturday Evening Post	October 16, 1948	The Last Fight
10	Collier's Weekly	March 2, 1946	Kiona
11	Collier's Weekly	April 2, 1949	Willow Woman
12	Collier's Weekly	July 3, 1948	Squaw Medicine

Publication Data on Motion Pictures Used in This Study

No.	Name of Picture	Company	Date
1	Geronimo	Paramount	1939
2	Arizona	Columbia	1940
3	Massacre River	Republic	1949
4	The Plunderers	Republic	1949
5	Unconquered	Paramount	1947
6	She Wore a Yellow Ribbon	Argosy	1949
7	Colorado Territory	Warner Brothers	1949
8	Fury at Furnace Creek	Twentieth-Century Fox	1948

Publication Data for Magazines between 1890 and 1920

No.	Name of Magazine	Date of Publication	Name of Story
1	Craftsman Magazine	March 1908	Bronze Sculpture in America*
2	Harper's Monthly	May 1894	The Refugees
3	Craftsman Magazine	February 1908	A Visit: An Abjibway Romance
4	Harper's Monthly	June 1899	The Story of the Dry Leaves
5	Harper's Monthly	January 1898	Massais Crooked Trail
6	Harper's Monthly	September 1897	The Great Medicine Horse
7	Craftsman Magazine	November 1907	The Red Plowman
8	Harper's Monthly	June 1894	Little Big Horn Medicine
9	Harper's Monthly	May 1894	A Kinsman of Red Cloud
10	Craftsman Magazine	March 1908	The Rebellion of Maskenozha

* Two statues showing the American Indian in action were used for a control group episode.

OSPEL THE POST DEPARTED SEPTEMBER 1880

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APPENDIX B

Classification Totals of Characteristics Found in the Media Used in This Investigation

The contents of this Appendix will be broken into five groups that will show the characteristics of the Indian stereotype as found in this investigation. Each group will correspond to one of the Media mentioned in Appendix A.

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RECEIVED BY THE DIRECTOR OF THE BUREAU OF THE ARMY AND NAVAL STORES

THESE SHEETS ARE TO BE USED IN CONNECTION WITH THE BOARD OF DIRECTORS OF THE COMPANY

DATE OF ISSUE: _____

BY: _____

FOR: _____

AMOUNT: _____

PERCENTAGE: _____

TERMS: _____

REMARKS: _____

SIGNATURE: _____

DATE: _____

PLACE: _____

OFFICE: _____

DEPARTMENT: _____

SECTION: _____

SUBSECTION: _____

DIVISION: _____

BRANCH: _____

OFFICE: _____

DEPARTMENT: _____

SECTION: _____

SUBSECTION: _____

DIVISION: _____

BRANCH: _____

OFFICE: _____

DEPARTMENT: _____

SECTION: _____

SUBSECTION: _____

DIVISION: _____

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN COMIC BOOKS IN THIS STUDY

[illegible]

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN COMIC BOOKS IN THIS STUDY

[illegible]

STANDARD TIME OF ARRIVAL AT PORT OF ORIGIN

DATE OF ARRIVAL AT PORT OF ORIGIN

TIME OF ARRIVAL AT PORT OF ORIGIN

REMARKS

NAME OF VESSEL

NAME OF CAPTAIN

NAME OF MASTER

NAME OF FIRST OFFICER

NAME OF SECOND OFFICER

NAME OF THIRD OFFICER

NAME OF FOURTH OFFICER

NAME OF FIFTH OFFICER

NAME OF SIXTH OFFICER

NAME OF SEVENTH OFFICER

NAME OF EIGHTH OFFICER

NAME OF NINTH OFFICER

NAME OF TENTH OFFICER

CHARGE WITHIN 10 DAYS OF CHARGE TO BE MADE IN THIS BOOK

DATE 1911

23

24

25

26

27

28

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32

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34

35

36

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN PULP MAGAZINES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Physical Appearance														
<u>Skin color</u>														
Natural								X				X		
Pink														
Red		X	X	X			X		X		X		X	
Not determined	X				X	X								X
<u>Height</u>														
Tall	X	X					X							
Short														
Not determined			X	X	X	X		X	X	X	X	X	X	X
<u>Build (Men)</u>														
Thin	X	X	X	X		X	X	X	X	X	X			
Medium														
Fat														
Not determined					X							X	X	X
<u>Build (Women)</u>														
Thin														
Medium														
Fat														
Not determined	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<u>Facial Expression</u>														
Grim-featured						X								
Pleasant-featured														
Not determined	X	X	X	X	X			X	X	X	X	X	X	

YOUR SIGN AT SIGNATURE LINE IN BLUE INK REQUIRED FOR ALL INFORMATION

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CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN PULP MAGAZINES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14
2. Dress and Ornamentation														
<u>Clothes</u>														
Nothing on above waist	x	x	x	x	x	x		x	x		x			
Loincloth		x	x	x	x	x	x	x						
Loincloth and leggings							x							
Blankets and robes							x	x						
Skin and cotton shirts							x	x						
Moccasins or sandals	x	x	x	x	x	x								
Single-piece dress														
Not determined	x													
<u>Headress (Chiefs)</u>														
Full Plains headress			x	x		x	x				x			
Fur hats														
Horsehair headress		x												
Few feathers					x			x						
No feathers														
Not determined	x									x		x		x
<u>Headress (Other Indians)</u>														
Full Plains headress				x										
Fur hats														
Horsehair headress		x		x										
Few feathers			x											
No feathers	x				x									
Not determined							x							
<u>Hair Style</u>														
"Bun"														
Shoulder length					x			x						

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CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN PULP MAGAZINES IN THIS STUDY

77

Story Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14
<u>Hair Style (con't.)</u>														
Scalplock	x	x												
Short hair														
Braided down back														
Braided down side of face				x		x	x		x			x		
Not determined			x											
<u>Tattoo or War Paint</u>														
<u>Examples (War)</u>														
Tattooing	x	x	x	x	x	x	x		x					
War paint	x	x	x			x	x							
<u>Tattoo or War Paint</u>														
<u>Examples (Peace)</u>														
Tattooing											x			
War paint														
<u>Object of Ornamentation</u>														
Wrist bands														
Arm bands		x		x			x							
Necklaces		x		x			x							
Metal or shell objects	x	x												
Earrings														
Decorated cloth (elaborate)														
Not determined			x			x				x		x		
3. Other Material														
Culture Traits														
Weapons														
Guns		x	x	x			x		x			x		x

YOUR EIGHT SEVEN FOUR IN FOUR MONTHS IN THIS BUILD

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CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN PULP MAGAZINES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10	11	12	13	14
<u>Weapons (con't.)</u>														
Bow and arrow	x	x	x	x	x	x	x	x		x	x	x		
Tomahawk	x	x	x		x	x							x	
Knives	x	x	x											
Spear and lance				x	x	x	x	x					x	
Shields				x	x									
Not determined														
<u>Dwelling Type</u>														
Tepee			x		x									
Longhouse	x					x								
Brush				x			x	x		x	x	x		
Not determined		x												
<u>Economy</u>														
Hunting and raiding	x	x		x	x	x	x	x		x	x	x		
Agriculture and livestock			x											
Not determined														
4. Miscellaneous														
<u>Humor</u>														
Absent														
Present	x	x	x	x	x	x	x	x		x	x	x	x	
Not determined														
<u>Cruelty</u>														
Cruel	x	x	x	x	x	x	x	x						
Humane														
Not determined										x				

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN SATURDAY EVENING POSTS

AND COLLIER'S WEEKLY IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10	11	12
1. Physical Appearance												
<u>Skin Color</u>												
Natural			x			x	x	x	x		x	
Pink												
Red	x	x		x	x					x		x
Not determined												
<u>Height</u>												
Tall					x						x	
Short												
Not determined	x	x	x	x		x	x	x	x	x		x
<u>Build (Men)</u>												
Thin			x	x	x	x	x	x	x		x	
Medium							x					
Fat												
Not determined	x	x								x		x
<u>Build (Women)</u>												
Thin			x					x			x	
Medium												
Fat												
Not determined	x	x		x	x	x	x		x	x		x
<u>Facial Expression</u>												
Grim-featured											x	
Pleasant-featured						x		x	x			
Not determined	x	x	x	x	x		x			x		x

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN SATURDAY EVENING POSTS

AND COLLIER'S WEEKLY IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10	11	12
2. Dress and Ornamentation (con't.)												
<u>Hair Style</u>												
"Bun"												
Shoulder length						X						
Scalplock												
Short hair												
Braided down back			X				X					
Braided down side of face	X	X	X	X	X						X	X
Not determined		X								X		
<u>Tattoo or War Paint</u>												
Examples (War)		X		X	X	X	X	X			X	X
Tattooing												
War paint											X	
<u>Tattoo or War Paint</u>												
Examples (Peace)	X		X				X			X		
Tattooing										X		
War paint										X		
<u>Objects of Ornamentation</u>												
Wrist bands	X			X		X					X	
Arm bands			X	X		X	X				X	
Necklaces					X				X			
Metal or shell objects			X	X			X	X				
Earrings			X			X					X	
Decorated cloth												
(elaborate)												
Not determined		X								X		X

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN SATURDAY EVENING POSTS

AND COLLIER'S WEEKLY IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10	11	12
3. Other Material Culture Traits												
Weapons												
Guns	x	x	x	x	x	x	x	x	x		x	
Bow and arrow		x			x	x	x					
Tomahawk					x	x	x					
Knives					x	x	x					
Spear and lance				x					x			
Shields							x				x	
Not determined												
Dwelling Type												
Tepes	x							x		x		
Longhouse												
Brush												
Not determined		x	x	x	x	x	x		x			x
Economy												
Hunting and raiding	x	x		x	x	x	x	x	x		x	
Agriculture and live stock	x		x							x		
Not determined												
4. Miscellaneous												
Humor												
Absent	x	x		x	x	x	x	x	x	x		x
Present			x									
Not determined												

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN SATURDAY EVENING POSTS

AND COLLIER'S WEEKLY IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10	11	12
4. Miscellaneous (con't.)												
<u>Cruelty</u>												
<u>Cruel</u>		x				x	x	x			x	x
<u>Humane</u>												
<u>Not determined</u>	x		x	x	x				x	x		
<u>Bravery</u>												
<u>Brave</u>			x				x	x				
<u>Cowardly</u>				x								
<u>Not determined</u>	x	x			x	x	x			x	x	
<u>Strong Willed or</u>												
<u>Easily Led</u>												
<u>Strong Willed</u>			x									
<u>Easily led</u>												
<u>Not determined</u>	x	x		x	x	x	x	x	x	x	x	x
<u>Dirtyliness</u>												
<u>Dirty</u>				x	x		x	x			x	
<u>Clean</u>												
<u>Not determined</u>	x	x	x		x	x			x	x		
<u>Drunkenness</u>												
<u>Drunk</u>												
<u>Sober</u>		x	x	x	x	x	x	x	x	x	x	
<u>Not determined</u>	x											
<u>Character of the</u>												
<u>Medicine Man</u>												
<u>Good</u>												
<u>Average</u>			x									

STOCK PRICES WERE IN DOWN POSITION IN 1930

AND WERE IN UPWARD POSITION IN 1931

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CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN SATURDAY EVENING POSTS

AND COLLIER'S WEEKLY IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10	11	12
<u>Character of the</u> <u>Medicine Man</u> (con't.)												
Evil	x	x		x	x	x	x	x	x	x	x	x
Not determined												
<u>Character of the</u> <u>Chief</u>												
Good												
Average												
Evil	x	x	x	x	x	x	x	x	x	x	x	x
Not determined												
<u>Character of the</u> <u>Other</u> <u>Indians</u>												
Good			x									
Average												
Evil		x	x	x	x	x	x	x	x	x	x	x
Not determined	x											
<u>Trustworthiness</u>												
Untrustworthy												
Trustworthy	x	x		x	x	x	x	x	x	x	x	x
Not determined			x									
<u>Religion</u>												
Shamanistic spirit			x					x				
Christianity												
Other												
Not determined	x	x		x	x	x	x		x	x	x	x

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN THE

87

MOTION PICTURES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8
1. Physical Appearance								
<u>Skin color</u>								
Natural				x	x	x	x	
Pink								
Red			x					x
Not determined	x	x						
<u>Height</u>								
Tall	x	x	x	x	x	x	x	x
Short								
Not determined								
<u>Build (Men)</u>								
Thin		x			x	x	x	x
Medium								
Fat			x	x				
Not determined	x							
<u>Build (Women)</u>								
Thin					x			
Medium		x						
Fat								
Not determined	x		x	x		x	x	x
<u>Facial Expression</u>								
Grim-featured	x	x	x	x	x		x	x
Pleasant-featured								
Not determined						x		

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CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN THE

MOTION PICTURES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8
2. Dress and Ornamentation								
Clothes	x	x	x	x	x	x	x	x
Nothing on above waist	x	x	x	x	x	x	x	x
Loincloth	x	x	x	x	x	x	x	x
Loincloth and leggings	x	x	x	x	x	x	x	x
Blankets and robes	x	x	x	x	x	x	x	x
Skin and cotton shirts	x	x	x	x	x	x	x	x
Moccasins or sandals	x	x	x	x	x	x	x	x
Single-piece dress	x	x	x	x	x	x	x	x
Not determined								
Headdress (Chiefs)								
Full Plains headdress	x		x		x	x		
Fur hats					x	x		
Horsehair headdress								
Few feathers	x	x						
No feathers								
Not determined								
Headdress (Other Indians)								
Full Plains headdress								
Fur hats					x			
Horsehair headdress								
Few feathers		x	x	x	x	x	x	x
No feathers	x	x						
Not determined								
Hair style								
"Bun"								
Shoulder length	x	x			x		x	

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN THE

MOTION PICTURES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8
<u>Hair Style (con't.)</u>								
Scalp lock					x			
Short hair								
Braided down back				x	x	x	x	x
Braided down side of face			x					
Not determined								
<u>Tattoo or War Paint</u>								
Examples (War)	x	x	x	x	x	x		x
Tattooing								
War paint	x	x	x	x	x	x		
<u>Tattoo or War Paint</u>								
Examples (Peace)		x					x	
Tattooing								
War paint								
<u>Objects of Ornamentation</u>								
Wrist bands								x
Arm bands								x
Necklaces								x
Metal or shell objects								x
Earrings								
Decorated cloth (elaborate)								
Not determined								
3. Other Material								
Culture Traits								
<u>Weapons</u>								

THE NATIONAL BUREAU OF STANDARDS

STANDARD SPECIFICATIONS FOR

Item	Dimensions						Remarks
	1	2	3	4	5	6	
1. General							
2. Material							
3. Dimensions							
4. Tolerances							
5. Testing							
6. Marking							
7. Packaging							
8. Storage							
9. Distribution							
10. Revision							

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN THE

MOTION PICTURES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8
Guns	X	X	X	X	X	X	X	X
Bow and arrow	X							
Tomahawk	X							
Knives	X							
Spear and lance	X	X	X	X	X	X	X	X
Shields	X	X						
Not determined								
<u>Dwelling Type</u>								
Tepee						X		
Longhouse								
Brush		X						
Not determined	X		X	X	X		X	X
Economy								
Hunting and raiding	X	X	X	X	X			
Agriculture and live stock		X						
Not determined						X	X	
4. Miscellaneous								
<u>Humor</u>								
Absent	X	X	X	X	X		X	X
Present								
Not determined						X		
<u>Cruelty</u>								
Cruel	X							
Humane								
Not determined		X	X	X	X	X	X	X

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN THE

MOTION PICTURES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8
4. Miscellaneous (con't)								
<u>Bravery</u>								
Brave	x	x	x	x		x	x	x
Cowardly								
Not determined								
<u>Strong Willed or</u>								
<u>Easily Led</u>								
Strong willed								
Easily led	x	x	x	x	x	x	x	x
Not determined								
<u>Dirtyness</u>								
Dirty								
Clean								
Not determined	x	x	x	x		x	x	
<u>Drunkenness</u>								
Drunk								
Sober								
Not determined	x	x	x		x	x	x	
<u>Character of the</u>								
<u>Medicine Man</u>								
Good								
Average								
Evil								
Not determined	x	x	x	x	x	x	x	x
<u>Character of the</u>								
<u>Chief</u>								
Good								
Average			x					

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN THE

MOTION PICTURES IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8
<u>Character of the Chief</u> (con't.)								
Evil	x	x		x	x			x
Not determined						x	x	
<u>Character of the Other</u> <u>Indians</u>								
Good								
Average								
Evil	x	x		x	x			x
Not determined			x			x	x	
<u>Trustworthiness</u>								
Untrustworthy	x	x	x	x	x			x
Trustworthy						x		
Not determined								
<u>Religion</u>								
Shamanistic spirit					x			x
Christianity							x	
Other						x		
Not determined	x	x	x	x				

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN

MAGAZINES PRIOR TO 1920 USED IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10
1. Physical Appearance										
<u>Skin Color</u>										
Natural										
Pink										
Red		X	X	X	X	X	X	X	X	X
Not determined	X									
<u>Height</u>										
Tall		X							X	X
Short					X	X	X	X		
Not determined	X		X	X						
<u>Build (Men)</u>										
Thin	X	X			X	X				X
Medium										
Fat										
Not determined			X	X			X	X		
<u>Build (Women)</u>										
Thin										
Medium				X	X					
Fat										
Not determined	X	X	X			X	X	X	X	X
<u>Facial Expression</u>										
Grim-featured						X				
Pleasant-featured				X						
Not determined	X	X	X		X		X	X	X	X

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN

MAGAZINES PRIOR TO 1920 USED IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10
2. Dress and Ornamentation										
<u>Clothes</u>										
Nothing on above waist	x	x				x		x	x	
Loincloth	x					x				
Loincloth and leggings	x	x								
Blankets and robes						x		x		
Skin and cotton shirts			x	x	x					
Moccasins or sandals	x	x	x	x		x		x	x	
Single-piece dress										
Not determined										x
<u>Headdress (Chiefs)</u>										
Full Plains headdress	x	x	x			x		x	x	
Fur hats										
Horsehair headdress										
Few feathers										
No feathers										
Not determined				x	x					x
<u>Headdress (Other Indians)</u>										
Full Plains headdress										
Fur hats										
Horsehair headdress										
Few feathers	x	x				x	x			
No feathers			x						x	
Not determined				x				x		

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN

MAGAZINES PRIOR TO 1920 USED IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10
2. Dress and Ornamentation (con't.)										
<u>Hair Style</u>										
"Bun"	x									
Shoulder length		x			x					
Scalplock										
Short hair										
Braided down back										
Braided down side of face	x		x	x		x	x	x	x	x
Not determined										
<u>Tattoo or War Paint</u>										
Examples (War)		x			x					
Tattooing		x								
War paint										
<u>Tattoo or War Paint</u>										
Examples (Peace)	x		x	x		x	x	x	x	x
Tattooing										
War paint										
<u>Objects of Ornamentation</u>										
Wrist bands										
Arm bands		x						x		
Necklaces		x								
metal or shell objects										
Earrings				x		x				
Decorated cloth										
(elaborate)		x	x	x		x	x		x	x
Not determined					x					

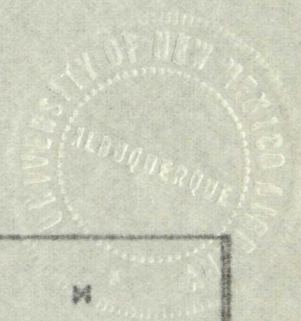
CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN

MAGAZINES PRIOR TO 1920 USED IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10
3. Other Material										
Culture Traits										
Weapons										
Guns		x		x	x	x		x	x	
Bow and arrow										
Tomahawk				x				x		
Knives				x						
Spear and lance	x					x				
Shields	x									
Not determined										x
Dwelling Type										
Tepee		x	x			x	x	x		x
Longhouse										
Brush				x	x					
Not determined	x									
Economy										
Hunting and raiding		x	x	x	x	x	x			x
Agriculture and live stock								x		
Not determined	x									
4. Miscellaneous										
Humor										
Absent										
Present			x	x	x		x	x	x	
Not determined	x	x				x				x

CLASSIFICATION TOTALS OF CHARACTERISTICS FOUND IN
MAGAZINES PRIOR TO 1920 USED IN THIS STUDY

Story Number	1	2	3	4	5	6	7	8	9	10
<u>Character of the</u> <u>Medicine Man</u> (con't.)										
Evil	x	x	x	x	x	x	x	x	x	x
Not determined										
<u>Character of the</u> <u>Chief</u>										
Good										
Average		x							x	
Evil										
Not determined	x		x	x	x	x		x		x
<u>Character of the</u> <u>Other</u> <u>Indians</u>										
Good										
Average			x	x						
Evil		x								
Not determined	x				x	x	x	x	x	x
<u>Trustworthiness</u>										
Untrustworthy		x						x		
Trustworthy			x	x						
Not determined	x				x	x	x		x	x
<u>Religion</u>										
Shamanistic spirit										
Christianity				x		x		x		
Other										
Not determined	x	x	x		x		x		x	x



IMPORTANT!

Special care should be taken to prevent loss or damage of this volume. If lost or damaged, it must be paid for at the current rate of typing.

