

FILM REVIEW - - - GRETCHEN BATAILLE, *INSIDE THE CIGAR STORE: IMAGES OF THE AMERICAN INDIAN*. Ames, Iowa: Iowa State University Press, 1979. 23 min. color. 139 frames.

Today the American Indian is still envisioned as a befeathered curiosity. Both children and adults have continued to perpetuate stereotypes and harbor misconceptions about the American Indian cultures. This has been detrimental to the advancement of Indian people today.

Gretchen Bataille's slide/tape provides the viewer with the historical development of the stereotypes -- through print and television media -- and contrasts it with the current status of various Indian tribes. Her association with the American Indian Studies Program at Iowa State University provides her with the background for the production of the slide/tape.

The production is lengthy and, by content, most appropriate for use with junior high--adult. It might also be useful as an in-service for teachers and librarians. The introduction is initially difficult to follow; the slides do not blend well with the music and narration. A more refined transition to the main body of the program is required. While the program is educational, its impact is weakened by the intermitten appearance of slides which lack visual clarity.

Two types of images -- stereotypic and contemporary -- are presented. More than 50% of the slides deal with the stereotypic image of the American Indian. Samples of the vehicles for perpetuating these stereotypes include paintings, statues, novels, advertisements, television, commercials, and comic books. Ways in which the author has attempted to present contemporary Indian people are through urban Indian programs, art, military service, educated Indians, and organizations to overcome stereotypes. Although the contemporary Indian is covered in the last portion, they are not as impressive as the stereotypic images; nor is there enough explanation of the current problems and successes of various Indian tribes. At the conclusion, Buffy St. Marie sings "Soldier Blue." One must listen very carefully to the words as the cavalcade of contemporary Indians flash by.

Along with the production is an excellent selected bibliography, a script, teachers guides, a map on Indian lands and communities, and a brochure on analyzing racism. Included in her bibliography are two publications -- *Wassaja* and *The Indian Historian* -- which have since combined, in magazine format, to become *Wassaja*.

As a whole, it is well-documented and Indian consultants are attributed credits for their expertise. It is difficult to refute the long-standing misconceived notions about the American Indian due to the absence of accurate print and audio-visual material on

the contemporary Indians. Nevertheless, the author has provided us with a foundation for discussion and, perhaps, an incentive for creating a more positive image of the American Indian people.

The author has done an excellent historical montage of Indian stereotypes; however, the brief coverage of contemporary issues and situations is evidence that there is still a need for a more accurate presentation of contemporary Indian Nations. In the future there will be productions which will be created by Indian people themselves. For too many years, the Indian has been discussed, researched, and interpreted according to non-Indian values. As stated by Gerald Vizenor, Ojibwa, "Being an Indian is a heavy burden...because white people know more about the Indian they invented than anyone."

--Janice Beaudin
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