



Smithsonian  
*National Museum of the American Indian*

Douglas E. Evelyn photograph  
and ephemera collection

Nathan Sowry

2018

National Museum of the American Indian  
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## Collection Overview

<b>Repository:</b>	National Museum of the American Indian
<b>Title:</b>	Douglas E. Evelyn photograph and ephemera collection
<b>Date:</b>	1880-1960
<b>Identifier:</b>	NMAI.AC.226
<b>Creator:</b>	Evelyn, Douglas E.
<b>Extent:</b>	1 Linear foot 42 Printed pages 30 Postcards 25 Photographic prints
<b>Language:</b>	Collection contains material in English
<b>Summary:</b>	This collection consists of 42 NABISCO Straight Arrow cards, 30 postcards, and 25 stereographs depicting indigenous peoples of North and Central America, with dates ranging 1880 – 1960. The bulk of the collection consists of images of Native communities throughout the United States, and includes portrait images, dwellings, and landscape views.

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## Administrative Information

### Acquisition Information

This collection was donated by Douglas E. Evelyn in 2006.

### Processing Information

Processed by Nathan Sowry, Reference Archivist, in 2018.

### Preferred Citation

Identification of specific item; Date (if known); Douglas E. Evelyn photograph and ephemera collection, Box and Folder Number; National Museum of the American Indian Archive Center, Smithsonian Institution.

### Restrictions

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### Conditions Governing Use

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## Biographical / Historical

Douglas E. Evelyn worked for several decades in senior-level management positions with the Smithsonian Institution, including the National Portrait Gallery, the National Museum of American History, and the National Museum of the American Indian. Evelyn is also the author of a number of scholarly articles and books, among them *On This Spot: Pinpointing the Past in Washington, D.C.*, co-authored with Paul Dickson.

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## Scope and Contents

The Douglas E. Evelyn photograph and ephemera collection consists of 42 NABISCO Straight Arrow cards, 30 postcards, and 25 stereographs, with dates ranging 1880 – 1960. The images depict indigenous peoples of the Americas, and spans a large geographical breadth extending from the Arctic in the north to El Salvador in Central America in the south. The bulk of the collection consists of images of Native communities throughout the United States, and includes portrait images, dwellings, and landscape views. Of particular note are the NABISCO Straight Arrow cards, marketed towards children from 1949 to 1952, which depict outdoor activities as romanticized constructions about American Indian identity and life.

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## Scope and Contents

Please note that the language and terminology used in this collection reflects the context and culture of the time of its creation, and may include culturally sensitive information. As an historical document, its contents may be at odds with contemporary views and terminology. The information within this collection does not reflect the views of the Smithsonian Institution, but is available in its original form to facilitate research.

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## Arrangement

This collection is arranged into 9 series, organized thematically and then regionally by location or culture group. **Series 1:** NABISCO Straight Arrow cards, **Series 2:** Arctic/Subarctic, **Series 3:** Northwest Coast, **Series 4:** California, **Series 5:** Southwest, **Series 6:** Plains, **Series 7:** Northeast/Great Lakes, **Series 8:** Southeast, **Series 9:** Central America

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Diné (Navajo)
- Hopi Pueblo
- Indians of Central America -- El Salvador
- Indians of North America -- California

Laguna Pueblo  
Lakota (Teton/Western Sioux)  
Louisiana Purchase Exposition (1904 : Saint Louis, Mo.)  
Niuam (Comanche)  
Seminole  
Seneca  
Southern Tsitsistas/Suhtai (Cheyenne)  
Taos Pueblo  
Tlingit  
White Mountain Apache

Cultures:

Diné (Navajo)  
Hopi Pueblo  
Indians of North America -- California  
Laguna Pueblo  
Lakota (Teton/Western Sioux)  
Niuam (Comanche)  
Seminole  
Seneca  
Southern Tsitsistas/Suhtai (Cheyenne)  
Taos Pueblo  
Tlingit  
White Mountain Apache

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## Container Listing

### Series 1: NABISCO Straight Arrow cards, 1949-1952

*42 Printed pages*

*Photo-folder 1 (ephemera)*

*Photo-folder 2 (ephemera)*

*Photo-folder 3 (ephemera)*

[Image\(s\)](#)

Scope and Contents: This series contains 42 NABISCO Straight Arrow cards, produced by NABISCO, and packaged in NABISCO Shredded Wheat boxes. These cards were produced in sets of 36 per year for the years 1949 to 1952, were marketed towards children, and depict outdoor activities as romanticized constructions of American Indian identity and life. Language on the cards states the following: "This Injun-uity Manual will help you be resourceful in the woods, in open country, at home, in school, in play, and at work. This manual was prepared by Fred L. Meagher, Indian illustrator and authority, for NABISCO Shredded Wheat." Examples of outdoor activities include Indian Bow Making, Archery, Help Signals, Tracking Game, Points of a Horse, Indian Dances, Fire Prevention, and many more.

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## Series 2: Arctic/Subarctic, 1904

*1 Stereograph*

*Photo-folder 13*

[Image\(s\)](#)

Scope and P33117

Contents: This series contains 1 Keystone View Company stereograph depicting Alaska Natives and sled dogs posed with sled and snowshoes at the 1904 St. Louis World's Fair, also known as the Louisiana Purchase Exposition.

Topic: Louisiana Purchase Exposition (1904 : Saint Louis, Mo.)

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## Series 3: Northwest Coast, 1896-1904

*1 Postcard*

*2 Stereographs*

*Photo-folder 4 (postcards)*

*Photo-folder 13 (photographs)*

*Photo-folder 16 (photographs)*

[Image\(s\)](#)

Scope and Postcards: 226\_pht\_004\_001; Stereographs: P33112; P33131

Contents: This series contains 2 stereographs and 1 postcard. The images include depictions of Tlingit (Sitka) peoples engaged in a potlatch in 1904, two Tlingit (Sitka) men in a boat in Sitka Bay, and a group of Native men on horseback in Tacoma, Washington.

Culture: Tlingit

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## Series 4: California, circa 1960

*1 Postcard*

*Photo-folder 5*

[Image\(s\)](#)

Scope and 226\_pht\_005\_001

Contents: This series contains 1 postcard depicting the Ramona Outdoor Play or The Ramona Pageant which takes place annually in Hemet, California. The play is based on the 1884 novel *Ramona* by Helen Hunt Jackson, and this image features a number of actors dressed in Native American attire.

Culture: Indians of North America -- California

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## Series 5: Southwest, 1880-1937

12 Postcards

10 Stereographs

*Photo-folder 6 (postcards)*

*Photo-folder 7 (postcards)*

*Photo-folder 8 (postcards)*

*Photo-folder 13 (photographs)*

*Photo-folder 14 (photographs)*

*Photo-folder 15 (photographs)*

*Photo-folder 16 (photographs)*

### Image(s)

Scope and Contents: Postcards: 226\_pht\_006\_001; 226\_pht\_006\_002; 226\_pht\_006\_003; 226\_pht\_006\_004; 226\_pht\_006\_005; 226\_pht\_007\_001; 226\_pht\_007\_002; 226\_pht\_007\_003; 226\_pht\_007\_004; 226\_pht\_007\_005; 226\_pht\_008\_001; 226\_pht\_008\_002; Stereographs: P33115; P33116 (Restricted); P33119; P33120 (Restricted); P33122; P33123; P33124; P33125; P33130; P33135

This series contains 12 postcards and 10 stereographs. The images include depictions of activities such as weaving, basket making, and horse-racing. Communities represented include Diné (Navajo), Hopi Pueblo, Laguna Pueblo, and Taos Pueblo. The images also include depictions of a number of buildings and structures such as the Cliff Palace at Mesa Verde, the Lagoon Indian School in Phoenix, Arizona, and the Indian Building in Albuquerque, New Mexico. A number of the stereographs were produced by the Keystone View Company and feature educational, though not always accurate or factual, classroom information on the reverse. A number of the postcards were produced by the Fred Harvey Company which partnered with the Santa Fe Railroad in the early 20th century to generate tourism in the American Southwest.

Conditions Governing Use: The following images in this series are restricted due to cultural sensitivity: P33116; P33120.

Culture: Hopi Pueblo  
Diné (Navajo)  
Laguna Pueblo  
Taos Pueblo

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## Series 6: Plains, 1900-1937

### 9 Postcards

### 7 Stereographs

*Photo-folder 9 (postcards)*

*Photo-folder 10 (postcards)*

*Photo-folder 14 (photographs)*

*Photo-folder 15 (photographs)*

*Photo-folder 16 (photographs)*

### [Image\(s\)](#)

Scope and Contents: Postcards: 226\_pht\_009\_001; 226\_pht\_009\_002; 226\_pht\_009\_003; 226\_pht\_009\_004; 226\_pht\_009\_005; 226\_pht\_010\_001; 226\_pht\_010\_002; 226\_pht\_010\_003 (Restricted); 226\_pht\_010\_004 (Restricted); Stereographs: P33121; P33126; P33127; P33128; P33132; P33133; P33134

This series contains 9 postcards and 7 stereographs. The images include depictions of Kiowa, Lakota (Teton/Western Sioux), Niuam (Comanche), Southern Tsitsistas/Suhtai (Cheyenne), and White Mountain Apache communities. Individuals specifically identified are Bald Eagle (Sioux), Ho-Wear [Niuam (Comanche)], Horseback [Niuam (Comanche)], and Min-nin-ne-wah or Whirlwind [Southern Tsitsistas/Suhtai (Cheyenne)]. Also represented in this series are a landscape image of the Garden of the Gods in Colorado Springs, as well as an exterior view of the buildings at the Kickapoo Mission in Horton, Kansas.

Conditions Governing Use: The following images in this series are restricted due to cultural sensitivity: 226\_pht\_010\_003; 226\_pht\_010\_004.

Culture: Lakota (Teton/Western Sioux)  
Niuam (Comanche)  
Southern Tsitsistas/Suhtai (Cheyenne)  
White Mountain Apache

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## Series 7: Northeast/Great Lakes, 1893-1960

5 Postcards

4 Stereographs

*Photo-folder 11 (postcards)*

*Photo-folder 13 (photographs)*

*Photo-folder 15 (photographs)*

*Photo-folder 16 (photographs)*

[Image\(s\)](#)

Scope and Contents: Postcards: 226\_pht\_011\_001; 226\_pht\_011\_002; 226\_pht\_011\_003; 226\_pht\_011\_004; 226\_pht\_011\_005; Stereographs: P33113; P33114 (Restricted); P33129; 226\_pht\_016\_001

This series contains 5 postcards and 4 stereographs. The images include depictions of Mille Lacs (Minnesota Chippewa), Seneca (Allegany), and Wendat (Huron) communities, as well as interior and exterior views of unidentified families with wigwams. Also represented in this series are a stereograph of a Wendat (Huron) community at the 1894 Quebec Winter Carnival, and views of the Kickapoo Indian Cavern Trading Post in Wauzeka, Wisconsin, and the Mille Lacs Indian Trading Post Museum in Onamia, Minnesota.

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Conditions Governing Use: The following image in this series is restricted due to cultural sensitivity: P33114.

Culture: Seneca

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## Series 8: Southeast, 1925-1950

*2 Postcards*

*Photo-folder 12*

[Image\(s\)](#)

Scope and 226\_pht\_012\_001; 226\_pht\_012\_002 (Restricted)

Contents: This series contains 2 postcards. The images depict a Seminole family and the Fountain of Youth Park in St. Augustine, Florida.

Conditions The following image in this series is restricted due to cultural sensitivity: 226\_pht\_012\_002.

Governing

Use:

Culture: Seminole

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## Series 9: Central America, circa 1900

*1 Stereograph*

*Photo-folder 13*

[Image\(s\)](#)

Scope and P33118

Contents: This series contains 1 Keystone View Company stereograph depicting a woman and child using a metate to grind corn in El Salvador.

Topic: Indians of Central America -- El Salvador

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