

IRON EYES CODY

A FRIEND TO AMERICA





Iron Eyes Cody, Surrounded by Children of the World,
Original Painting by John Steele

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INTRODUCTION

This is the story of one man's life-long dedication to the preservation of the true values of the past. It's the story of a man, standing tall and proud of his heritage and his love for his native land — America — with her dreams of equality for all of her sons and daughters. It is the saga of an on-going struggle of a man's untiring efforts to blend the conflicting facets of his homeland with the positive goodness of the many races, religions and people of all ages, and which have influenced the creation of a new culture in his land. It is a tale of his motivating guidance of an influence upon children and their future, of the hope of a native American's dream of a united, safe and clean America which will prosper and grow truly into the promised land, of the vision of our forefathers, the dream of all people.



Iron Eyes Cody is a symbol of the goodness in man, the gentleness in little children, the deep pride in the traditions and greatness of the past and the preservation of the best of America for the generations to follow.

Born and reared on his father's ranch in Oklahoma, Iron Eyes learned to be a skilled horseman and bowman, typical of his ancestors. He revered the customs and cultural values of his forefathers, becoming proficient in the art of Indian sign languages. From his many contacts and visitations with tribes of his area, he accumulated the knowledge and wonders of the numerous Indian legends and folklore, the meaningful dances and the values of the land, which he learned from the Indian leaders and wise ones of his day. These visits to his cultural past established a mutual bond of friendship and understanding of the needs and desires of the relatively modern Indian, experiences which stimulated a desire to maintain the Indian Heritage as a significant part of the core of American culture. Through this quest, Iron Eyes has become a formidable force in molding a foundation for an American way of life.



Iron Eyes with beloved wife, the late Birdie Parker Cody.

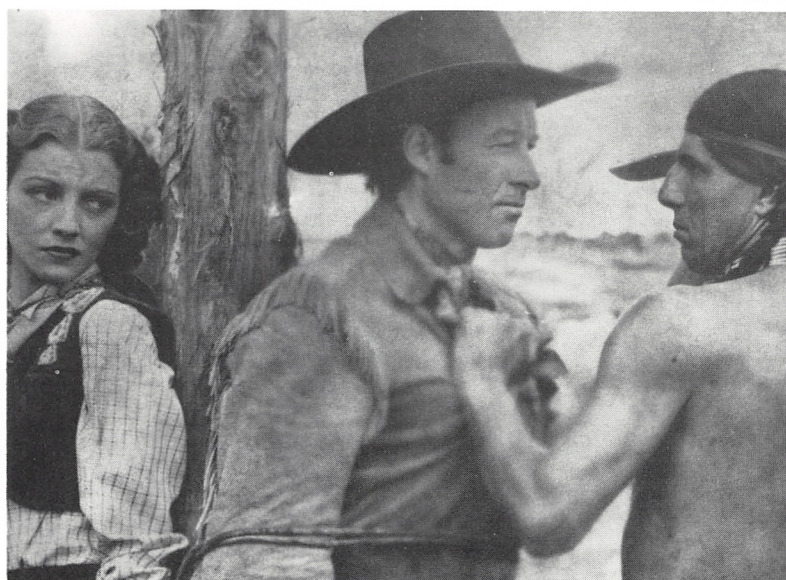
A Voice for the Truth

When just a young lad, Iron Eyes left Oklahoma and journeyed to California, where he became part of the early glory days of Hollywood. Developing close associations in the process of movie-making with the famous stars of that era, Iron Eyes grew with the industry and was accepted as an authenticity consultant for many western movies popularized in the twenties and thirties. He became a technical advisor for the famous director, Cecil B. DeMille, who steered him into his first movie, "Unconquered," the birth of his long acting career in more than 200 western and other adventure movies. Whatever role he played, he tried to portray the Indian in a true light, rather than in the negative image depicted by those who projected the American natives as a deterrent to the expansion and progress of America.

Iron Eyes' experiences before the camera led him to other successful ventures at leading movie studios, including Walt Disney Productions. Traveling with Colonel Tim McCoy's Wild West Show, he became known on many continents as a symbol of the true American Indian. Later in life, he entered the television medium as a member of the regular cast of a similar wild west show and the host of an Indian arts and crafts production.



from left. Sid Saybor, Iron Eyes, Birdie Cody, Tim McCoy. 1957.



from left. Iris Merdith, Wild Bill Elliot, Iron Eyes. 1950.



from left. Iron Eyes, Clayton Moore, Roy Rogers, Gene Autry, Pat Buttram, 1981.

Actor, star of TV and “live” performer, Iron Eyes entered a new medium, the publication field, with the assistance of Hollywood writers. The still used resource book, “How: Indian Sign Talk in Pictures”, and “Indian Legends and Stories” (published in nine languages), are two of his most popular contributions to the recordings of the Indian cultures of the world.

Although the reknowned film director, Ceil B. DeMille, introduced him to acting and his first major role in the motion picture, “The Plainsman” with Gary Cooper, Iron Eyes Cody accepted the challenge for a greater, personal reason than to join the parade of stars in Hollywood’s blossoming era of the twenties

and thirties.

Having performed as authenticity consultant for a decade of films, Cody’s efforts were directed toward depicting the American Indian’s lifestyle, free from the distortions and the negative image as the “bad guys” of America’s Westward movement. While he was mostly ignored by those whose priority was to entertain and reap profits, he entered this new phase in his life with the same determination to reveal the truth, directing his energy toward influencing film makers to present the earliest Americans as defenders of their homes and land from the Eastern invaders. Unfortunately, the producers’ drive to sell the exiting era of the settlement of the West

overshadowed the truth in the plight of the 19th century Indian and his stand against the threat to his freedom and long-established culture.

Although not always successful with his quest to focus upon the facts and the truth of Indian lifestyle, Iron Eyes made some progress within the more than 200 films in which he portrayed his people. When Hollywood’s decision-makers began the great epic film era of America’s Westward expansion, the concern for authentic background and true realism of the past became a new priority.

Three westerns, in which he played a part have been cited by Iron Eyes Cody as the “truest” of Indian movies “A Man Called

ANOTHER SCREEN TRIUMPH FROM THE CREATOR OF "WINTERHAWK"

In 1848 he rode across the great plains ~

One of the greatest
Cheyenne warriors
who ever lived.



BEN JOHNSON
as John Coulter



LANA WOOD
as Beth Coulter



PAUL FIX
as Running Wolf



IRON EYES CODY
as Standing Bear



JACK ELAM
as Otis Willis



ALEX CORD
as Grayeagle

Samuel Z. Arkoff presents

Charles B. Pierce's

GRAYEAGLE

Horse," "Grey Eagle" and "Little Big Man." Others never reached the high level of authenticity for which he strived, and, unfortunately, continued to depict the negative position of the Indian in American history.

During the more than four decades in which Cody was associated with the Hollywood scene, he became a close friend with most of America's popular screen stars, routinely being invited to their sometimes wild social affairs. Their doors were always opened to Iron Eyes Cody.

In one of Iron Eyes' publications, he describes his life and times with film's western greats, such as John Wayne, Gary Cooper, Errol Flynn, Roy Rogers and Gene Autry. He even shared a script or two with Ronald Reagan when they appeared together on America's silver screen.

Just as Iron Eyes Cody has influenced the lives of many, so have numerous people played an important role in molding his life, his directions and his great achievements. Perhaps the greatest influence came from his wife, Birdie. Yet such close friends as John Wayne, Errol Flynn, Kirk Douglas, Bob Hope and Frank Sinatra from the Hollywood scene, California artist John Steele and close friends Thomas Constantino and Roger Powers from New York, have contributed much to his full life and rich experiences.



From left. Eddie Dean, Monte Montana, Iron Eyes, Sandy Red Hawk, Guy Madison. 1981

His friendships with the Hollywood greats never distracted Iron Eyes from meeting and recognizing the general public. In restaurants and on the street, he never was too busy or preoccupied to greet his constituents and to sign requested autographs. He had the time for everyone, especially, children, and to this day, he continues to be available to his public.

While Iron Eyes was growing with the film industry, he actively promoted the talent of many of his Indian friends, vocalists, instrumentalists, and actors. Jay Silverheels, the Lone Ranger's Tonto, and Jim Thorpe, America's great olympic athlete, were encouraged by Cody, although one of his greatest challenges with Thorpe was to "overcome his stubbornness."



Sandy Red Hawk and Iron Eyes.

New Challenges. . .



Iron Eyes Cody Honored on the "Sidewalk of Fame" in Hollywood.



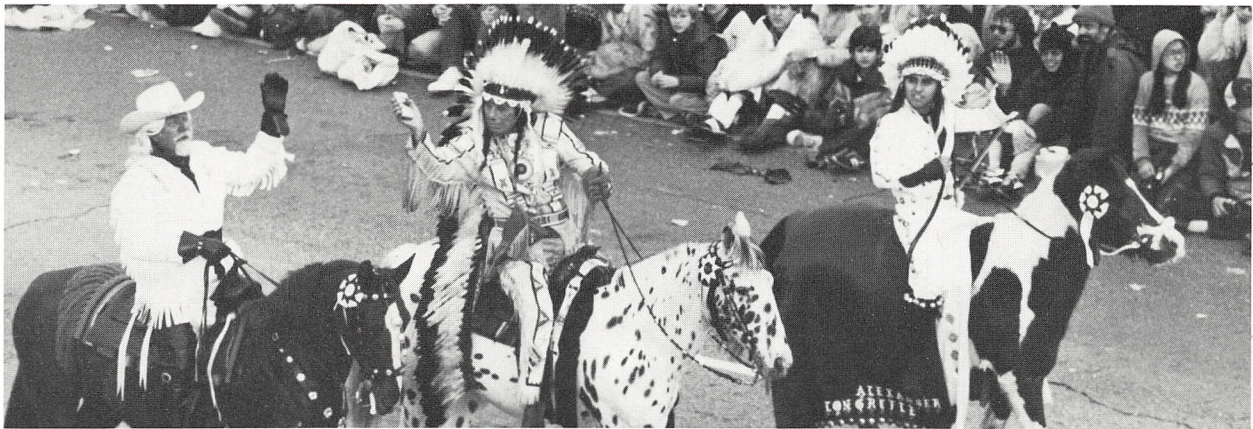
Iron Eyes Cody at St. Francis Basilica in Assisi, Italy.

World war II interrupted the hey-day of Hollywood and the lives of many of its stars. The war effects, the war theme and the many stories of heroism, both on the homefront and battlefields throughout the world, dominated the public's interest. Westerns became a low-priority until after the conflict, when the great epic movies, such as "Unconquered," Appeared on the scene.

Iron Eyes' war efforts centered around a new role in his acting career. Learning the skill of a welder, he performed a dual role in the shipyard as an undercover representative for the U.S. government under the guise of a ship's welder. He particularly remembers a questionable fire which broke out suddenly, and of which his observations aided in the identification of the saboteur.

Not satisfied completely that his daily assignment at the shipyards was fulfilling as a contribution to the war effort, Cody diligently served as an Air Raid Warden.

When the war ended, Iron Eyes Cody returned to the Hollywood scene and joined the casts of the great western epics. His continued success and the authentic realism which he projected on the screen developed the recognition which attracted the Keep America Beautiful movement and his association with its effort to fight pollution and to preserve our environmental resources.



His dedication to the needs of his fellow Indian's economic and social plight and for recognition of their proper role in American history was stimulated by the opportunities afforded to him from his experiences in Hollywood and the movie industry. Coupled with his international activities for the protection and preservation of the environment, Iron Eyes Cody has gained recognition as an unofficial, but dominant, representative of the American Indian.

Iron Eyes' enthusiasm for the ways of the Indian and his influence upon America was real. Blended with this enthusiasm was his love and concern for his wife, fondly known as Birdie Parker, born from the Seneca nation and the daughter of the late anthropologist, Dr. Arthur C. Parker.

Cody's devotion to his wife was only exceeded by his dedication to the challenge of raising the

true image of the American Indian. Birdie shared this enthusiasm and work diligently beside him for his cause.

Birdie had her own goals, as well, one of which was the placement of the famous "Star" on Hollywood Boulevard, the "Avenue of the Stars," honoring her beloved husband and his many contributions to the movie industry through his roles in more than 200 films. Iron Eyes, who refused to be associated with "that filthy street," as he called it, was not aware that Birdie had contributed money toward the necessary purchase of the Star, until she was near death. After promising to consider fulfilling her dream, Iron Eyes later relented and with continuous and consistent efforts, he obtained Birdie's money, donating it to Montana's Fort Peck Indian Reservation. The "filthy street" still left much to be desired.

However, the issue was not dead, for his good friend, artist John Steele, and Los Angeles City Councilwoman Peggy Stevenson urged him to reconsider the honor, citing the successful efforts made by the Councilwoman to clean up Hollywood Boulevard. With the sponsorship of his close friend from the East, Tom Constantino of Amsterdam, New York, and in honor of Birdie, Iron Eyes Cody reluctantly consented.

Today, Iron Eyes Cody is among the many other famous film stars of Hollywood's Walk of fame with his star resting near the corner of Cherokee Avenue of Hollywood Boulevard.

Birdie's death in 1979 left an incurable void in his life which he will never fill, but which encouraged him in his quest for proper recognition of the Indian's place in American culture and recorded history.

A Believer - A Man of Faith

The exciting and full life of Iron Eyes Cody is characterized by his concern for and his friendship with most people. Born a Catholic and with deep convictions and devotion to his faith, Iron Eyes has become a man of religion in all of his actions and activities, respectful of other faiths and their differences. The influence of the religious devotion of his ancestry has made him a stronger believer and a dedicated person.

Early Indian Catholics, such as the 16th-century Mohawk woman, Kateri Tekakwitha, have been held in high esteem by Iron Eyes, who travelled to Rome and the Vatican in 1980 with his close friend, Tom Constantino, of Amsterdam (N.Y.), to witness the beatification of Blessed Kateri by Pope John Paul II. To be able to gain an audience with Pope John Paul is indicative of his worldwide recognition as a representative of the American Indian.

His reputation has gone before him within many high places, for he has had easy access to the offices of most governmental leaders, including visits with Presidents Carter and Reagan and the royalty of Europe. Whether it be with the Indian Bureau, department officials in Washington, the White House, or heads of state, Iron Eyes Cody stands as the recognized spirit of modern Indian leadership and a most responsible American.

Active as vice president of the



Iron Eyes and Tom Constantino, close friend and president of The Noteworthy Co.

Little Big Horn and as a Virgil Member of the Order of the Arrow, organizations which center their activities around the need of Indian people, Cody nurtures the values of the traditional, while encouraging realistic priorities for a meaningful and progressive

future. His membership on the board of the Los Angeles Indian Center and his leadership in the All-American Indian Week provide additional opportunities for him to play an important role in maintaining Indian culture and its place in American history.

Movie Greats...

AND IRON EYES CODY

The cast of the actors and actresses for most movies are well-remembered when the title is mentioned after many years. . . Such are

the films "Pale Face" with Bob Hope and Jane Russell, "Unconquered" with Boris Karloff and "Ride Him Cowboy" with Abbott and Costello. Yet, featured

with those stars of yesteryear was Iron Eyes Cody, who developed lasting friendships with his fellow-professionals.



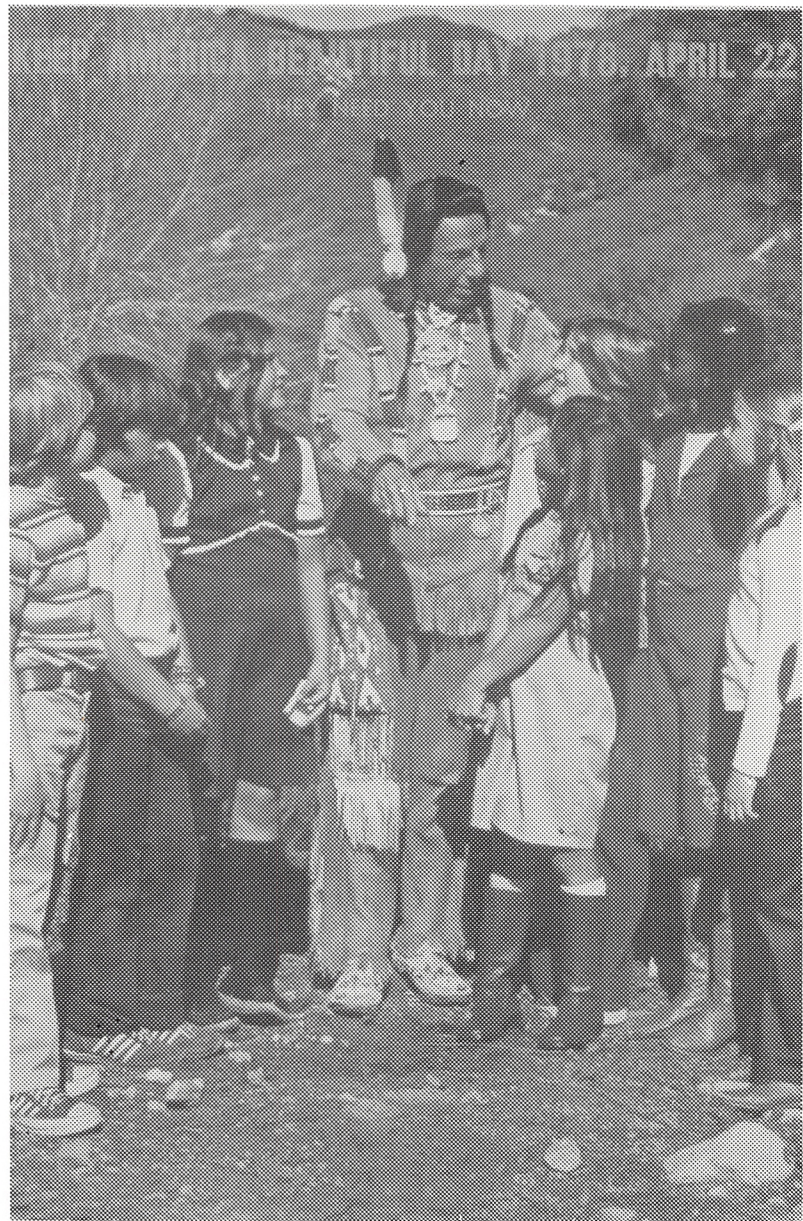
Today's Children - Tomorrows' Strength

As determined as he is to gain proper recognition for the influence of Indian culture within the historical recordings of America's heritage, Iron Eyes Cody has demonstrated a just concern for the future of his homeland, as well. Directing his efforts toward the next generation of potential leadership, he has emphasized to his favorite listeners, the children and youth of America, conservation, ecology and humanism as key ingredients for the preservation of our American way of life.

His concern for children stemmed from an innate desire to aid Indian children who, poor and disillusioned, had little hope for a better life within their questionable future.

The Hopi Indians remember Iron Eyes well for the encouragement and service he rendered to their deprived and down-trodden children, including his ardent support for Hope Ranch, a shelter for homeless boys.

One of Iron Eyes' greatest pleasures is to present his traveling program to children who are gravely ill, disabled, or confined to hospital care. With his good friend, retired stuntman Paul MacWilliams, he has developed a show that features stunt movies, cartoons donated by Disney Studios and film clips from his own collection. MacWilliams explains how stunts are performed while Cody, dressed in full Indian regalia, dances and sings Indian remembrances and uses his ex-



A Mutual Love and Respect (Poster Keep America Beautiful Day 1978, April 22.)



tensive knowledge of sign language to relate to his audiences. Happy, smiling faces of little ones have always been a stimulant to Iron Eyes Cody's reason for being. Children throughout America have been thrilled by Iron Eyes' wide-range of talents and exciting storytelling techniques, presented during these extensive travels and visitation of schools, hospitals and youth centers.

Entwined throughout his authentic Indian dances, stories of the past, demonstrations of sign language and within his artifact displays, are his on-going ef-

forts to portray the American Indian in a true light and honest historical values. While educating and entertaining his audiences, Iron Eyes has attempted to correct the misconceptions of American Indians as "bad guys" and as deterrents to the history of America's growth, expansion and progress.

The young and the not-so-young are truly impressed with this great messenger who brings to them these new truths from their historical past, and whose impressive influence upon their future is capped by his strong belief in the love of mankind and

his genuine concern for little children.

"I can never hate," Iron Eyes tells them as he sets the tone for living and a challenge to the generations to come.

Hundreds of young people and adults visit the Cody Moosehead Museum each year to view one of the finest collections of Indian arts and crafts. A bit of Iron Eyes' extensive collection is on display in the relatively new Turtle Museum, near Buffalo (New York), artifacts which he contributed when it opened in 1981.

Believing that the future of America's environment rests with its young people, Iron Eyes has turned to the youth of the communities throughout our land to emphasize the message of Keep America Beautiful, "Children are my public...We should teach children how to keep America beautiful," he told the Los Angeles City Council, which honored him for his many accomplishments on behalf of the American Indian and for his efforts for an improved environment.

For the past decade, Cody has urged children to play an active role in maintaining the environmental health of our nation through clean communities. As an incentive, he initiated Pride Clubs, providing awards to those who demonstrated their pride through action programs for the beautification of neglected and deteriorating urban and rural areas.



Iron Eyes and President James Carter. 1978.



Iron Eyes and Mrs. Bob Hope. 1981

His enthusiastic support of young people and their role in America's future has not been limited to Indian youth, the ill and the depressed nor to the role of youth in the clean environment movement. Iron Eyes has been as active participant in the activities of the Boy Scouts, holding a life membership in the Verdugo Hills Council of Boys Scouts. His book, "The Little Chief," was dedicated to American Scouting.

The use of drugs and alcohol by the youth of America has become a priority concern for Iron Eyes Cody. Beginning with the Indian youth on the reservations, he expanded his concern to include all adolescents and teenagers, traveling extensively to speak at anti-drug/anti-alcohol programs to young people threatened by the promiscuous use of both substances. Iron Eyes Cody has seen the results of alcohol abuse with his fellow Indian adults, isolated from reality on tucked-away reservations. With little security or challenge and with ready access to this form of escapism, they were doomed to despair and an uncertain future on their reservation.

Truly, Iron Eyes Cody believes that a strong, healthy youth today, both mentally and physically, will assure a strong healthy America tomorrow.

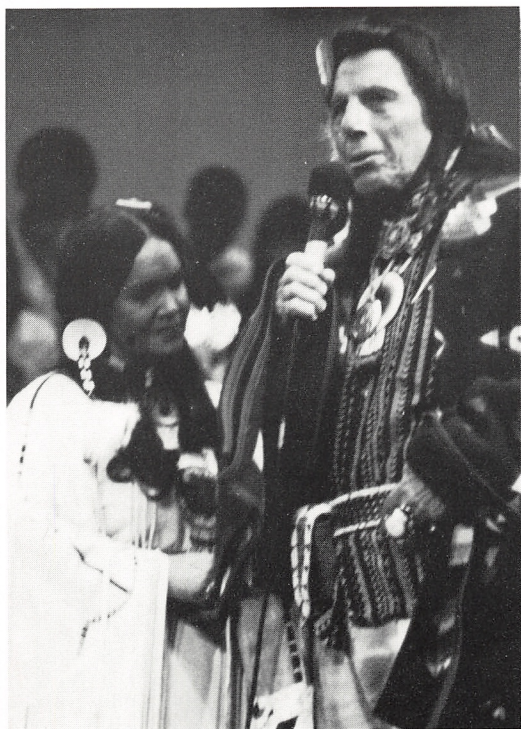
The Ties of Friendship

Many have influenced the life and fortunes of Iron Eyes Cody — men and women of Hollywood, clergy, leaders of the political and business world, artists, Indians and, particularly, children of the world. From his early days in Hollywood through the changing times and lifestyles of the past six decades, Iron Eyes has developed close ties of friendship and loyalty with every walk of life.

The inner story of his life encompasses many people and his varied and cherished experiences with them — some which are visually remembered here.

Molding Friendships

Iron Eyes speaks of truth and realism and brings the words of the past to those who listen, hear and understand.



Pale Moon and Iron Eyes.



Revealing the Past to the Present.



A Sermon of Love and Concern.

Worldly Friendships

From Pope John Paul II to foreign delegations, Iron Eyes is recognized as a symbol of the American Heritage.



Pope John Paul II greets Iron Eyes at the Vatican during the Beatification of Blessed Kateri Tekakwitha. 1980.



With his close friend, Tom Constantino, Iron Eyes visits Rev. Michael Jacobs, S.J., Mohawk Indian Priest from St. Regis Indian Reservation.



Working for a Clean America, Iron Eyes and Mayor Frank Duci, Schenectady, N.Y.



Iron Eyes greets a Chinese delegation in Washington, D.C.

Hollywood Stars of Friendships

Just a few of the hundreds of friends and close associates from Iron Eye's half-century on the Hollywood Scene.



Frank Sinatra, Iron Eyes and John Ferrara 1981.



Iron Eyes and Robert Mitchum



Iron Eyes joined his Western Pals in Nashville to make a TV Special.



The smiles of Phil Harris and Iron Eyes

Youthful Friendships

Children and young people — their problems and needs — have played a significant role in molding Iron Eyes' destiny . . . And the youth of America flock to his side at every opportunity.



One of the hundreds of Classrooms which Iron Eyes has visited to relate the legends of the American Indian.



An Indian Museum is enjoyed by children with Iron Eyes as their guide.



Surrounded by the little ones from all faiths and races.



Iron Eyes Communicates in sign language to a little one.

Artistic Friendships

The colorful life and experiences of Iron Eyes attracted the creativity of reknoun artists.



Iron Eyes and John Steele with Portrait.



Artist Bob Tumberlake and Iron Eyes.

A Tear for America



Most Americans know Iron Eyes Cody as the spokesman for Keep America Beautiful through which his conservation efforts have been directed for three decades. Iron Eyes' effectiveness through the eyes of television commercials has reached into the hearts of millions of Americans and has stirred them to join with him and the efforts of K.A.B. to preserve the fruits of our land, its many taken-for-granted values and its valuable resources. The neglect, abuse and the eventual loss which have fallen upon America's environmental treasures have been taunted by cries for progress and used to cloak the search for profit by an influential few. They have now been challenged by the courage and the powerful message of a full-blooded Cherokee-Cree Indian, a truly unquestionable American.

The single-teared, crying Indian in the K.A.B. commercials symbolizes the challenge ahead, and the acceptance by Iron Eyes Cody has made him "the most recognizable face in the country," alerting us to the critical need to preserve our environment and our precious resources. From the TV screen to America's billboards and through tours and personal appearances over these many years, he diligently serves his country and its people to preserve the soundness of previous generations for the children of tomorrow.



Iron Eyes at the annual Keep America Beautiful luncheon.



Another Award for Iron Eyes, Presented by Los Angeles Councilwoman Peggy Steven, 1981.

Imbedded within his philosophy of living is the belief that the American Indian has the unalienable right to be a vital part of any complete and true story of America and its heritage. When sometimes selfish and more dominant forces have tended to push for rapid change, discarding the seemingly unnecessary values held to be true and everlasting, Iron Eyes Cody has stood strong to maintain and to strengthen the basic roots of his homeland, the roots which gave him birth and nourished his heritage for

generations. Iron eyes has recognized the complex forces in society which are forever at work to influence cultural value change, diluting many of the original ingredients which are significant and critical to the foundations of the past.

It is the dedicated roles of great Americans, such as Iron Eyes Cody, whose visions of and concern for our children's tomorrow, which have created the wave of positive action toward maintaining and preserving the goodness of our past. His devo-

tion to the preservation of our environment, to revealing the numerous, careless people-acts which threaten our health, our water and our right to breathe clean air is characteristic of his people and their values. Their memories of the many yesteryears, when they were forced by the "new" Americans to arise, protect and preserve the land on which they lived, its green foliage and fertile lands, its waterways and the cleanest of air linger on through this man of vision.



Senator Jennings Randolph and Iron Eyes.

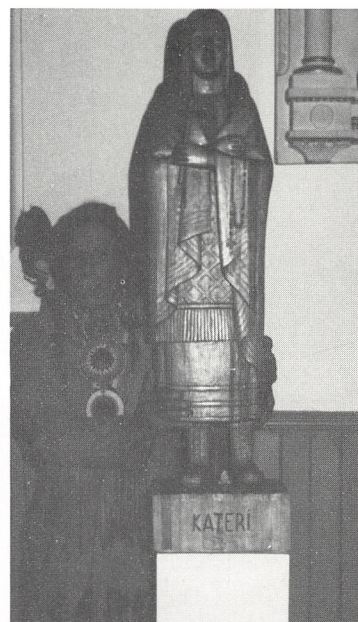
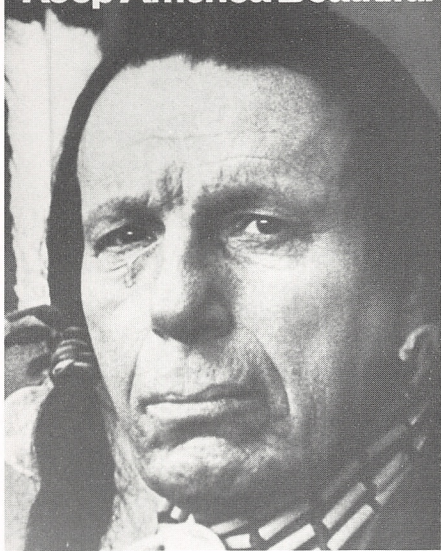


President Ronald Reagan, Bob Timberlake and Iron Eyes. 1981.



Bob Timberlake, Artist; Iron Eyes; Roger Powers, Pres. of Keep America Beautiful, Washington, D.C. 1981.

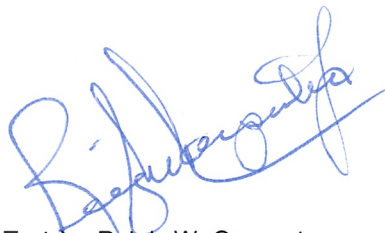
Keep America Beautiful



IRON EYES CODY: . . .

Native American . . . Patriot . . . Humanist . . . Philanthropist . . . Actor . . . Author . . . Linguist . . . Leader of Men . . . Guide of Children . . . Ecologist . . . Scoutsman . . . Advocate of The Past . . . Yet, Visionist of The Future . . . Dancer and Storyteller of The Truth and Wisdom . . . Horseman and Grand Marshall . . . Conservationist and Lover of Nature . . . Movie Consultant and Technician for The Truth . . . Archeologist and Preserver of the Past . . . Collector and Museum Keeper . . . Lecturer and Teller of Legends . . . Entertainer and Showman . . . Traveler and Defender of Culture . . . A Man of God . . . A Believer . . . A Christian . . . An Indian of His Culture . . . An American of Stature . . . A Television and Movie Star . . . A Symbol of The Good in America . . . TRULY . . .

. . . A Man. . . For All Reasons . . .



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