
Figure B

Vale and Vale's Eight Popular "Mental Images" of the Present-Day American West

- 1. Empty Quarter : a Land to be Plundered and Exploited by Outsiders**
- 2. Frontier : Mythic Home to the Exotic, the Wild, and the Rugged Individual**

- 3. Big Rock Candy Mountain : Land of Unbounded Opportunity for the Everyman; Bonanza/Eureka/Strike-it-Rich Country**
- 4. Middle Landscape : A Harmonious World of Human Beings Living Within their Natural Environment; A Pleasant , Healthy Mix of Wilderness and Civilization; The Garden**
- 5. Turnerian Progression : Place for the Steady Evolution of Human Society Towards Urban Civilization**
- 6. Desert : Fragile, Vacant, Arid Land**
- 7. Protected Wild Nature : National Parks and Other Monuments of Spectacular Examples of Natural History**
- 8. Playground : Venue for Outdoor Recreation**

Source: Thomas R. Vale and Geraldine R. Vale, Western Images, Western Landscapes: Travels Along U.S. 89 (Tucson: University of Arizona Press, 1989), pp. 7-10.