

Texas—a vast amount of trouble for a fight which lasted less than a round. Later revolution came to Ciudad Juárez and provided the residents of El Paso with a fight of another kind as the vengeful Pancho Villa lashed out at Columbus, New Mexico.

The book's greatest shortcomings are minuscule maps upon which to follow the action and a tendency for the narrative to lose the reader in its chronology. Still, this handsomely printed volume is well worth a spot on your Mexican history shelf.

El Paso, Texas

FRANCIS L. FUGATE

El estereotipo del mexicano. Estudio psicossocial. By MA. LUISA RODRÍGUEZ SALA DE GÓMEZGIL. México, 1965. Universidad Nacional Autónoma de México. Instituto de Investigaciones Sociales. Notes. Bibliography. Pp. 217. Paper. \$32.00 (Mex.).

With the recent appointment of Pablo González Casanova as director, Mexico's major center for social research has been reoriented toward a more technical and less philosophical conception of the sociological enterprise. A full-time member of the Institute's staff, Miss Rodríguez self-consciously (but modestly) flies the new banner. "It is incongruent," she writes, "to call oneself a specialist in sociology without a knowledge of statistics" (p. 57).

Fifteen hundred subjects, equally divided by sex, were provided with a check-list of more than a hundred characteristics and asked to underscore those which they considered descriptive of the Mexican, both nationally and regionally. Most of the characteristics were presented as "forced choices": for example, dark-brunette-blond, happy-sad, worker-idler. The author is less explicit than she might be with respect to just how the sample was drawn. Judging from the data on age, the subjects were predominantly students at the University.

A brief summary can scarcely do justice to the extremely interesting findings. If we take the first five characteristics most often chosen for the national stereotype, these subjects believe that the Mexican is happy, hospitable, clean, sociable, and optimistic in that order (p. 92). "Courteous" ranks twentieth, and "proud" is surprisingly twenty-third. Two contradictory traits—self-confidence and lack of self-confidence—rank at the bottom of those characteristics underscored by fifty percent or more of the subjects.

Taking the first three choices as illustrative of the regional stereotypes, we find that northerners are thought to be frank, hardworking, and active. *Los Yucatecos* are clean, hospitable, and happy. The people of the center are brunette, religious, and of moderate stature.

Those on the coasts are happy, amusing, and back-biting. Finally, southerners are thought to be hospitable, happy, and clean.

The main audience envisioned for this little volume is quite obviously students. More sophisticated readers will be less satisfied with Miss Rodríguez' orientation and interpretation than they are with her data, although she writes interestingly and well. We are provided with a short and rather seriously dated sketch of the social psychology of stereotypes, followed a lengthy discussion of elementary statistical method. The data themselves are interpreted within the context of a fairly extensive review of the existing literature by Mexican writers on the national character; most often cited are Gómez Robleda (the author's favorite), Ramos, Paz, and Iturriaga. In the end the paradoxes and complexities of the problem remain—illuminated, shall we say, but perhaps not fundamentally elucidated. With this conclusion Miss Rodríguez would doubtlessly be the first to agree.

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Aspectos económicos del Instituto Mexicano del Seguro Social. By LUCILA LEAL DE ARAUJO. México, 1966. Cuadernos Americanos. Tables. Notes. Bibliography. Pp. 221. Paper.

This study of the Mexican Institute of Social Insurance (I.M.S.S.) analyzes the first twenty years (1944-1963) of operation of the organization. Its chief contribution rests in the large body of data and descriptive material on the operations of the I.M.S.S. that have been drawn together. Mrs. Araujo is more to be commended for amassing these statistics than criticized for not analyzing them to a greater extent. Occasionally she has glossed over apparent evidence of policy inconsistent with the stated objectives of I.M.S.S.—for instance, the extremely low relative investment in fixed assets per insured worker in the state of Nuevo León, where Mexico's third most populous city, Monterrey, is located. Also she has failed to recognize the limitations of certain data. An example of the latter is the reliance on revenue actually received for the calculation of the rate of return on the investments of the I.M.S.S. (pp. 165, 170, 171). The investments of the I.M.S.S. would not appear so unprofitable if one were to compute the rate of return on the hospitals and administrative buildings owned by the I.M.S.S.

The author argues that institutional rigidities have weakened the I.M.S.S. and suggests that new dynamism can be implanted in the organization through a greater amount of decentralization of control