

Curator's Choice



PHOTOGRAPH BY PETER LATNER/MHS

MEMORABLE MINNESOTA ADVERTISING CHARACTERS—brand icons, in modern parlance—evoke instant recognition among most viewers. Green Giant's sprightly Little Green Sprout (about 1970), Pillsbury's pokeable Poppin' Fresh Doughboy (1970s), the University of Minnesota's Goldy the Gopher (1990s), Hamm's Beer's bear (about 1970), and Northern States Power's zippy Reddy Kilowatt (electric clock, 1960s) are the creations of corporate advertising departments and agencies whose job is to make us immediately identify and feel good about their products. For more on the creators and the icons that have made Minnesota products recognizable around the world, see the article beginning on page 23.



FRONT COVER: Hoowaneka, or Little Elk, a Winnebago leader who sided with the British in the War of 1812 and treated with the president of the United States in Washington, D. C., in 1824, posed in his tribal finery for an oil painting that was later copied for this hand-colored lithograph from *History of the Indian Tribes of North America* by Thomas L. McKenney and James Hall.

For the story of the failed Watab Treaty of 1853 that would have created a reservation for the Winnebago in central Minnesota's Wright, Stearns, and Meeker Counties—and an examination of the roles played by territorial politicians such as Willis Gorman (hand-tinted photo) and Alexander Ramsey (hand-colored daguerreotype in case) and by traders who supplied Indians with nickel-silver armbands and flintlock muskets—turn to the article beginning on page 2.

For the history of the rare, three-volume *History of the Indian Tribes*, published between 1837 and 1844, see the article on page 36. *Photo of objects from the MHS collections by Eric Mortenson/MHS.*



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