February 5, 1960

Board of Park Commissioners  
City Hall  
La Crosse, Wisconsin

RE: SITE FOR INDIAN STATUE

Gentlemen:

The City-County Tourist Publicity Committee is highly pleased by the possibility of having Lookout Point at the north limits of Riverside Park as a site for the statue.

Geographically, the location provides easy access for both tourist vehicles and pedestrians. Its convenient proximity to the downtown area will invite shopping. Only simple directions will be needed to route strangers to the site; and, in many cases, the considerable tourist promotion we've always given beautiful Riverside Park will expose others to the statue.

For promotional purposes, the less-formal aspects of Lookout Point provide a natural background for our "Indian". That he'll be seen where "three rivers meet" has definite story values for publicity releases, and it's highly important that the statue will be visible from the Interstate Bridge and cast its impressive shadow over the ever-increasing boat traffic.

The committee assumes the responsibilities, financial and otherwise, for the installation, maintenance, repair and lighting of the statue. It is agreed that the exact position of the statue on Lookout Point will be determined by your Board. Thus, since all conditions are fully understood and acceptable, our acceptance of this site at Riverside Park will be automatic with its offer.

Your thoughtful consideration of this problem and the courteous attention offered Committee Members appearing at your Board meetings have been appreciated.

Sincerely,

Leonard G. Anderson  
LEONARD G. ANDERSON, Chairman  
City-County Publicity Committee

Committee:  
Orrie Ashland  
Alvin Peterson 
Carl Johnson 
Gordon Feinberg 
Alf Hansen 

John Vick  
Lee McMahon  
Harold Arentz  
Robert A. Johnson  
L. G. Anderson