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NORMAN, Okla., Dec. 20--How did Chief Moses of the Columbia Indians wrench both land and money from the United States government without firing a shot? How did he enlist the aid of the United States army to help stem the tide of land-hungry settlers? How did he stir the conscience of a nation bent on expanding its frontiers?

The answers to these questions are found in Chief Moses' biography, "Half-Sun on the Columbia," written by Robert H. Ruby and John A. Brown and published today by the University of Oklahoma Press. His career spanned the long period from 1828 to 1899.

Moses knew that he could not aid his ally Chief Joseph, who was in full retreat towards Canada, when the Nez Perce Indians were being pursued by U.S. troops in 1877. He realized the futility of initiating a second front of attack against superior numbers and fire power. He also knew the price paid by Sitting Bull and Cochise in their bid for freedom. He knew that he had only one weapon left--diplomacy.

Although Moses considered diplomacy a poor substitute for the warpath, he was not unequal to the task of statecraft. He had been trained during childhood for the chieftaincy of the Sinkiuse Columbias of the Northwest, and this training included schooling in maintaining the good will and allegiance of the tribe's farflung allies. He had also attended a mission school and had been instructed in the white man's language, laws, and treaties. He was not a stranger to the labyrinth of political procedure.

His training alone, however, did not account for his success or attain for him a place among 19th-century diplomats. In addition to the bare rudiments of statecraft, Moses had personal characteristics which seemed to assure him success: a large powerful physique that commanded respect; a pleasant, straight-forward manner that clothed a cunning mind; a sense of humor that never deserted him, either at the conference table or on his deathbed.

If a man's greatness is to be judged by the intensity of his enemies' hate and his friends' respect, then Moses is indeed a great man, say his biographers. Among those who hated him were jealous fellow chieftains, Western newspaper editors, and settlers; among those who respected him were army officers, government employees, editors of Western and Eastern newspapers and magazines, and many white settlers. Moses was, and still is, a controversial figure. His strong personality alienated as many people as it attracted.

Ruby, a practicing physician and surgeon of Moses Lake, Wash., and Brown, chairman of the social studies division of Wenatchee Valley College, Wenatchee, Wash., collaborated in the biography of Moses.

NORMAN, Okla., Feb. 27--Little would be known of the Mixtec Indians of northwestern Oaxaca, Mexico, if they had not recorded much of their cultural history in picture manuscripts, the quality of which has placed these people among the greatest of the pre-Columbian artists.

This unique group of early Americans and their history are the subjects of "The Mixtec Kings and Their People," written by Ronald Spores and published today by the University of Oklahoma Press as Volume 85 in The Civilization of the American Indian Series.

The Mixtecs created exquisite works of ceramic, gold, wood, carved bone, delicate sculpture in stone, and the finest painting of their time. While their goods and cultural influences were spreading widely over pre-Hispanic Mesoamerica, the Mixtecs were developing a way of life that would reserve for them a special niche in New World cultural history.

The story of the Mixtecs is one of a people, the way they lived prior to the 1520s, and the manner in which they continued living after the arrival of the Spaniards. The 16th century was one of radical adjustment for the Mixtecs, for under the Spaniards they had to abandon their practices of human sacrifice, cannibalism, and idolatry, and accept a reorganization of their society, patterns of settlement and political order.

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When the Spaniards restructured Mixtec society, however, they allowed the Mixtecs to retain one feature of the old order--hereditary royal caste, the traditional source of power and authority in Mixtec society. The role of these native rulers who dominated the social and political life of the Mixtecs is thoroughly explored, including what it meant to be a Mixtec ruler before and after the Spanish Conquest.

Spores, who holds degrees from the University of Oregon, University of the Americas (Mexico City), and Harvard University, is assistant professor of anthropology in Vanderbilt University.

NORMAN, Okla., March 1--A housewife in Yakima, Wash., and her husband, a retired accountant, today entered the charmed circle of technical and scientific experts with the selection of their book, "The Grizzly Bear: Portraits from Life," as one of 100 best technical books of 1966. The books were chosen by a panel acting for the Library Journal, organ of American librarians.

Bessie Doak Haynes and her husband Edgar submitted their book to the University of Oklahoma Press, which published it in the spring of 1966. It deals with man's encounters with the big bear of the West from the time of the early explorers in the 18th century down to Theodore Roosevelt and even more recent observers.

Now nearly extinct in most of the states of the West, the grizzly is being conserved by state game and fish commissions wherever it is still found. Montana, Wyoming and Idaho still count modest numbers, but Colorado may not have more than half a dozen left. California, which had thousands at the time of the Gold Rush, no longer possesses a specimen of its giants, the largest in North America outside Alaska.

The Library Journal citation of the Haynes book says that "Adventure and natural history are mingled in this anthology to delight bear lovers and others."