

Books & More Overview

Heard Books & More opened in February, 2011. Moving the majority of the books out of the Museum Shop allowed both shops to expand. Books & More has better display space and much better lighting for browsing books! We were also able to expand our title offerings and add a small DVD section, additional children's merchandise and a wider variety of food products. Books & More houses the lower-end, more tourist-related items such as t-shirts, dreamcatchers, sandpaintings, magnets, postcards, Student Art notecards, etc. We also carry a selection of CDs, as does the Museum Shop.

Books & More adjoins the Coffee Cantina, allowing visitors to get a quick snack or drink and pick up some books and/or souvenirs at the same time – something they seem to enjoy.

Books & More offers a variety of titles on many different subjects. While the focus is primarily on the Southwest and its people, there are also books on American Indians in other parts of the country. The topics covered are:

Museum Publications and exhibit catalogs

Archaeology

Southwestern American Indian history

General American Indian history

Myth, religion and herbal medicine

Biography

Arizona & the Southwest (history, regional flora and fauna, guide-books, “coffee table” pictorial books, etc.)

Novels, poetry, essays and books on American Indian languages

Cookbooks

Children’s books (fiction, non-fiction and young adult)

Baskets

Jewelry and fetishes

Katsinas

Pottery

Weaving

Painting and sculpture

Hispanic arts

There are two large display tables to your left as you enter the bookstore. The first table is where you will find Museum publications and books related to current exhibits. This table also houses a changing selection of large-format art and/or history books and seasonal items such as holiday cards. Postcards and the Guild’s Student Art note-cards are on fixtures next to this table.

The second table also displays a selection of art and history books, calendars in season, children’s pop-up books, magnets, and other small pick-up items. The two freestanding fixtures at the end of the table hold coloring books, design books and so on.

The corner and wall that open into the Cantina house our selection of cookbooks, food products, coffee mugs, etc., while the area to the

right of the Cantina entrance houses the children's books and other kid-friendly merchandise.

All Shop volunteers are warmly welcomed to come in and see exactly what we have at Books & More. Please remember to mention the bookstore and where it is located when working with customers in the Museum Shop!