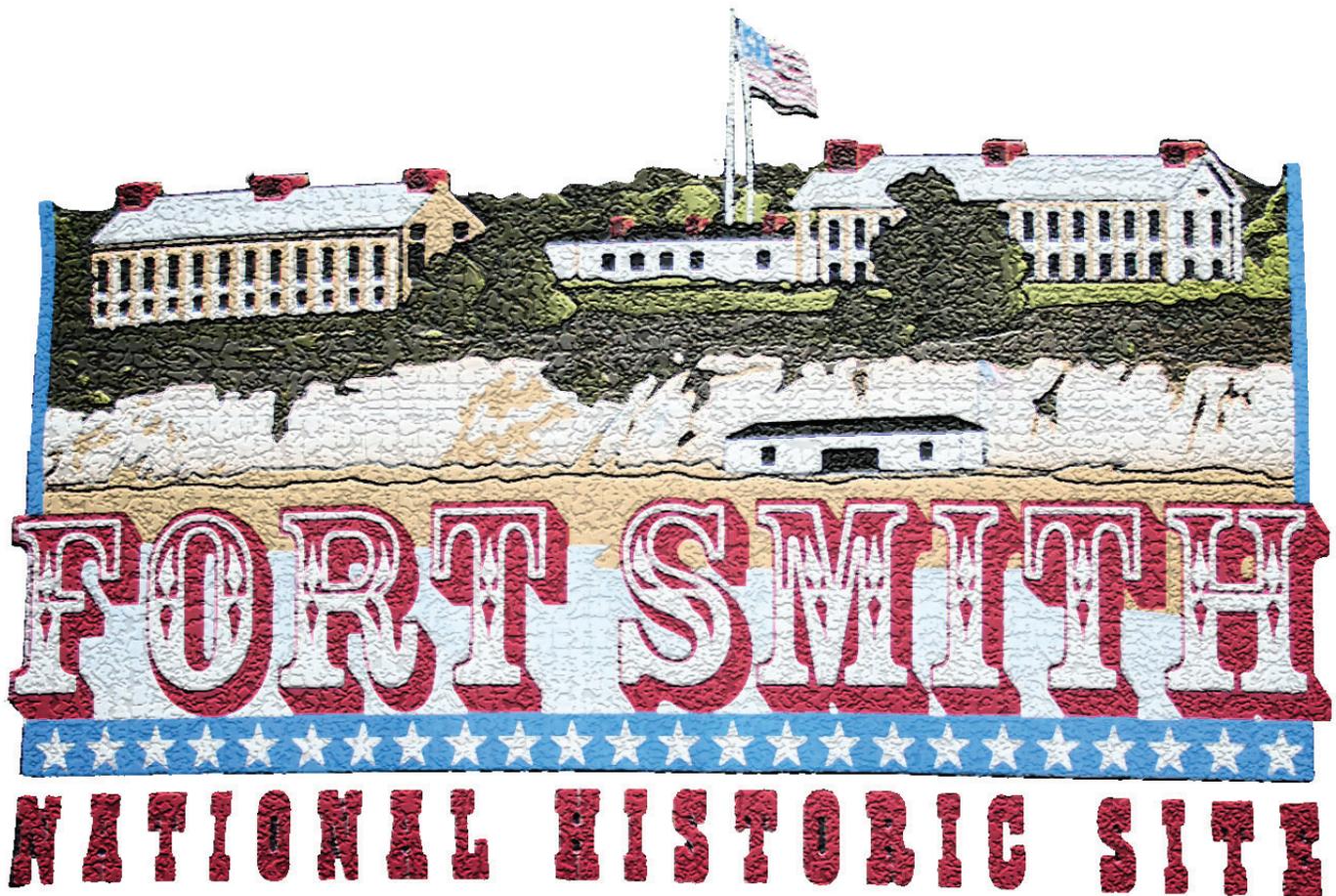




Scope of Sales



Scope of Sales

Prepared by Fort Smith National Historic Site

September 2012

National Park Service
U.S. Department of the Interior

Planning Team

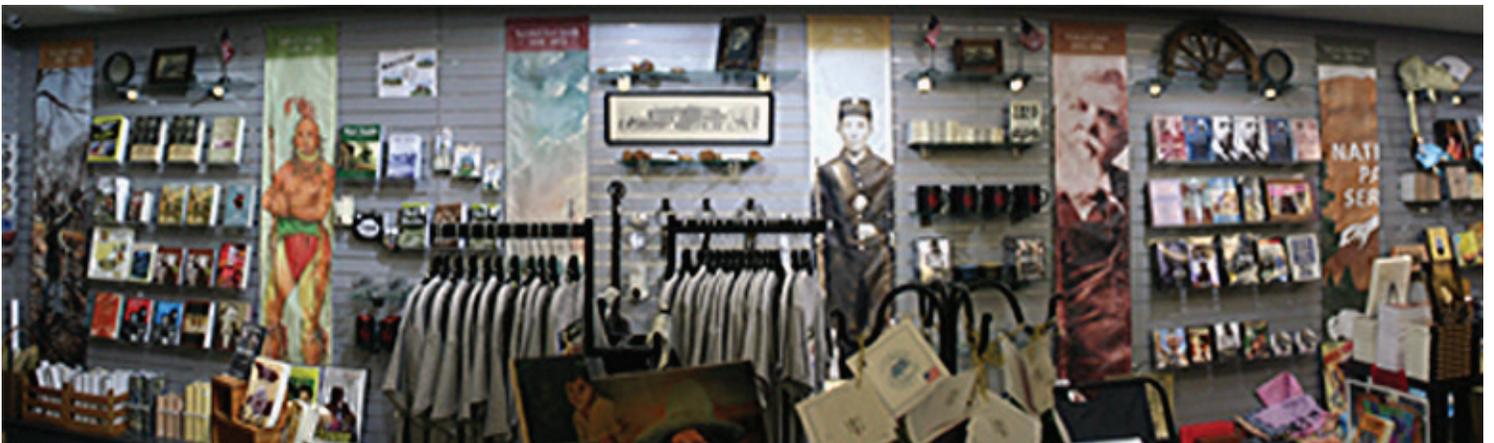
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Sales Philosophy

In 1961, Fort Smith National Historic Site was established for the preservation of First Fort Smith, Commissary building, and the barracks building in which Judge Isaac Parker's courtroom was restored. Eastern National partnered with Fort Smith National Historic Site to sell products to share Fort Smith's and National Park Service's story with visitors and serve as a tangible extension of Fort Smith's interpretive experience. The store's products appeal to a range of ages and interest groups, and offer a variety of media types and prices. A smaller part of the inventory relates to NPS and related resources.

Statement of Relationship Between the NPS, and Cooperating Associations

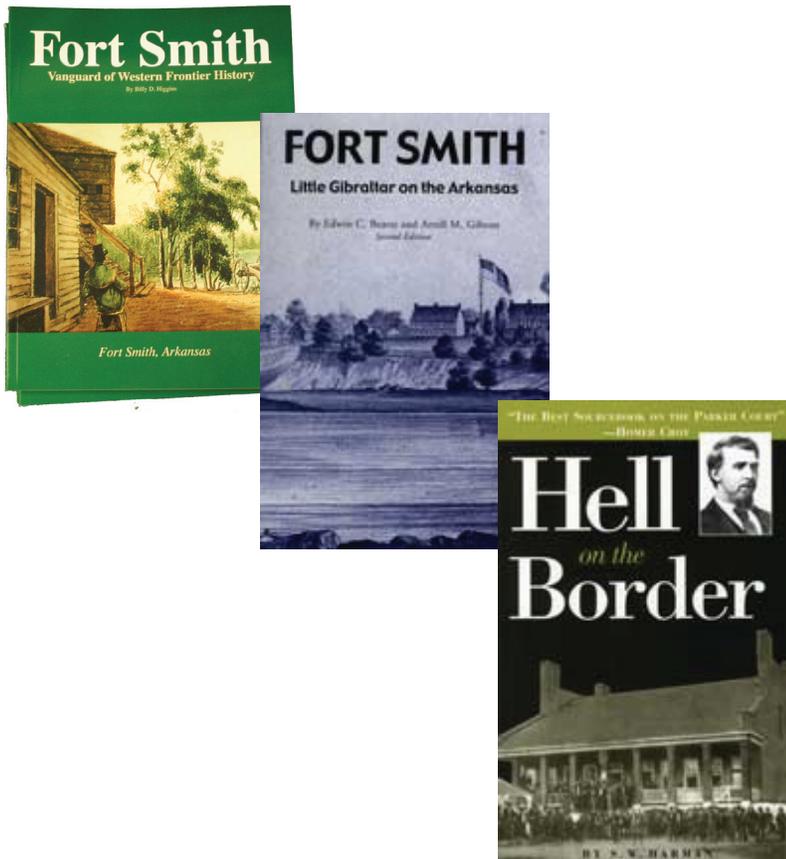
National Park Service
NPS units are established primarily to provide opportunities for visitors to enjoy America's natural and cultural heritage, and to protect resources for the enjoyment of future generations.

Cooperating Associations
Cooperating Associations are non-profit organizations whose mission is to promote the preservation of the national park system and its resources by creating greater public appreciation through interpretation, education, and research. Any revenues in excess of expenses are reserved for parks to support interpretation, education, and research efforts.

Significance Statements

Fort Smith National Historic Site was established by Public Law 87-215, September 13, 1961 (75 Stat. 489) for the preservation of the original fort site (1817-1824), the second fort site (1838-1871) and the facilities used by the U.S. Court for the Western District of Arkansas between 1872 and 1896. The site represents over eighty years of activity to adequately "establish justice and ensure domestic tranquillity" in the region by implementing federal Indian policy and controlling the nature of westward expansion and settlement through the United States Army and the federal courts.

The Trail of Tears National Historic Trail was established by Public Law 100-192, December 16, 1987 (101 Stat. 1309) and the National Trails System Act, Public Law 90-543 as amended through Public Law 101-365, August 15, 1990 to commemorate the Cherokee routes of removal from their ancestral lands in the East to Oklahoma during 1838 and 1839. Fort Smith National Historic Site is authorized to serve as an interpretive center for the trail.



Mission of the Interpretation, and Education

The Interpretation and Education Division provides opportunities to enhance visitors' experiences and make intellectual and emotional connections to the historical and cultural resources preserved at Fort Smith.

Because of Fort Smith's role in the opening of the Southwest to American settlement, the post had economic, political and social relationships with other frontier military posts and towns, especially with the city of Fort Smith.

The history of Fort Smith, especially the federal court period, has been represented to many Americans through the use of popular culture (novels, movies, art, etc.). Western mythology, deeply ingrained in public memory, confronts reality at Fort Smith NHS and provides visitors with the opportunity to reconcile popular images with soundly researched historical topics.

Primary Interpretive Themes

A. The first Fort Smith was established as a visible protective presence to stem violence between the Osage Indians, who lived in the area, and newly arriving Cherokee relocated to the area as part of the United States government's policy of Indian removal. It also highlights the ongoing process a democracy endures in order to define what is "fair and just." This first attempt at adjudicating and implementing the administration of justice in this region set a pattern that was repeated in later actions of the federal government toward both native peoples and settlers who followed.

B. Fort Smith, as an agent of Indian policy, did not act in a vacuum. Policy was decreed from the national government in Washington, D.C., and was to be enforced on the frontier, by not only the military, but also officials from the Indian Office, the territories and states. Federal Indian policy should also be understood from the perspective of American Indians.

C. The continued military occupation of Fort Smith illustrated a larger pattern of the United States Army serving as "Agents of Empire" — opening new lands and transportation routes by which settlement inevitably followed. Both the Mexican-American War and the Civil War are included during this time period.

D. The establishment and operation of the Federal Court for the Western District of Arkansas was a direct response to changes in federal Indian policy and the settlement of the Southwest by increasing numbers of white settlers, bringing pressure on the Indian nations. The administration of justice, including law enforcement by the U.S. Marshal's office, was more than simply an issue of crime and punishment, but a test of the Constitution's call for government to "establish justice and ensure domestic tranquillity." These questions and goals are still very much alive today.



Secondary Interpretive Themes

A. Military personnel and those serving the Federal Court for the Western District of Arkansas reveal the attitudes, actions and lifestyles of persons of various backgrounds, ethnic groups and occupations in the late 19th century.

B. The Civil War and Reconstruction period was the beginning of a severe disruption of life in Indian Territory. Fort Smith played key roles as a command and supply post for Indian Territory, Arkansas, and Missouri during the war, as the site of the beginning of new Indian treaties at the Fort Smith Council, and as an arbitrator of disputes resulting from the Reconstruction effort during the federal court period.

C. The commissary building at Fort Smith was the center of an enormous effort on the part of the United States government to supply and maintain military posts in the Southwest. This supply and maintenance role made the post at Fort Smith one of the most important in the United States and the role of supply had direct effects on the expansion of the western frontier.

D. During the federal court era, the Federal Court for the Western District of Arkansas applied the federal laws for crimes, including the death penalty. This continued a discussion regarding the use and misuse of the death penalty that preceded the court era and continues to the present day.

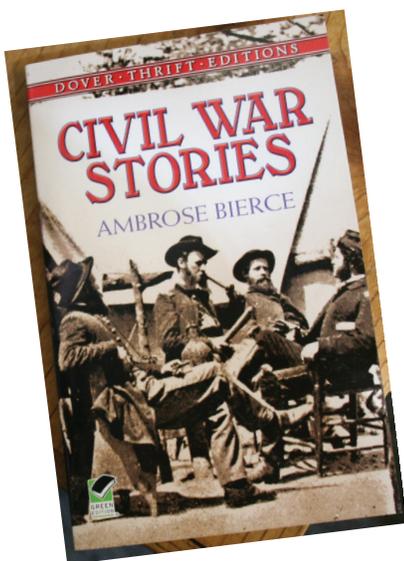
B. Both the military and the federal court at Fort Smith were responsible for federal Indian policy. This provides a continuity through which we can view the development of nineteenth century policy – assimilation, voluntary removal, forced removal, Reconstruction, allotment – the reasons for change and the effects of change.

C. The 54-year military occupation of Fort Smith underscored the role the United States Army played in the establishment of order in the West, the supply of troops during the Mexican War and after, the expansion of the country during the 1840s and 1850s, and the continuing role of U.S. troops as “Agents of Empire.”

Tertiary Interpretive Themes

A. The government’s policy of Indian removal, sparked by political concerns in the East, created new challenges in the West. The establishment of Fort Smith, the Trail of Tears, the creation of the permanent Indian Territory, and the role of the army in the policing of the Indian Territory all contributed to the establishment of a new order and systematic organization for the Southwest.

D. Disputes between Indians and whites, handled in Fort Smith by the army before 1872, were soon under the jurisdiction of the federal courts. The tribunal at Fort Smith not only illustrates how the process of justice took place, but the values and problems underlying the operations of the court.



Strategic Evaluation of the Inventory

The strategic evaluation process allows in-depth analysis of the bookstore's inventory. A sortable spreadsheet provides the store and park with an easy and direct way to analyze items being sold. It allows the store to consider items for a wider range of audiences based on age, price, and theme represented. It then allows the store a tool to use when selecting possible new items. It is important to remember that the selection of specific sales items will also be influenced by Eastern National's need to accommodate the realities of profitability and stock storage.

Related topics, subjects, and items:

National Park System

Items about the National Park Service in general or other national park areas, with special emphasis on regional parks.

Natural History

Items related to the natural history of the area including the mountains, river valleys and wetlands, as well as the life forms native to these kinds of habitat.

Regional History

Items related to the early history of Arkansas and Oklahoma including genealogical information of Native Americans.

Maps and Travel Guides

Maps and travel guides of areas frequently traveled from Fort Smith when such items are not available free of charge at the park visitor center. Including maps or guides with a National Park Service or historical theme

Graphic Arts

Contemporary photographs, post cards, note cards, posters, or art prints depicting Fort Smith in the present or past.

Audiovisual and Interactive Media

National Park Service produced films, videos, and interactive media may be distributed in the store. Tapes, videos, etc., not produced by the NPS, but which are appropriate to park themes, may also be sold.

Reproductions

To further enhance the interpretation of the military period and federal court period of the site, certain authentic reproductions that relate to primary, secondary, or tertiary park themes, may be sold.

Items for Children and Young Adults

Since children compose a large segment of park visitation, care should be given to assure that titles appropriate to various reading levels of young people are made available in all theme areas. This age group may also be addressed through other educational tools including board or card games, toys, musical instruments, puzzles and interactive media. In all cases, items chosen should relate to park themes and follow criteria mentioned elsewhere in this document.

Items for other Special Populations

Items for special populations may include foreign language translations, audiotapes, closed caption videos and other items that make interpretation accessible to all visitors

Items for Special Programs/ Events

It may be appropriate to introduce certain titles or items on a short-term basis to support special events such as Earth Day, Archeology Week, seasonal holidays, African-American history, anniversaries and celebrations. The same attention to quality should be given in selecting items for supporting these events

Convenience Items

Miscellaneous items which visitors may find of use, and which the Association has a permit to sell.



Analysis

Table 1
Media Type and Audience

	General	Young Children	Young Adult 12-18	Educator	Totals
Book	92	11	5	0	108
Audio/Visual	7	0	0	0	7
Food/Candy	8	0	0	0	8
General	75	0	0	0	75
NPS Related	44	8	2	0	54
Other Publications	39	0	0	2	45
Reproductions	26	3	0	0	29
Toys	3	18	2	0	23
Totals	294	40	9	6	349

Table 2
Audience and Price Comparison

Audience	Less \$2.00	\$2.00 - \$4.99	\$5.00 - \$9.99	\$10.00 - \$19.99	\$20.00 - \$49.99	Over \$50	Total
General	35	77	40	103	38	1	294
Young Children	0	7	19	11	3	0	40
Young Adult 12-18	0	3	6	0	0	0	8
Educator	1	1	0	3	1	0	6
Total	36	88	65	117	42	1	349

Table 3
Theme and Price Comparison

	Less \$2.00	\$2.00 - \$4.99	\$5.00 - \$9.99	\$10.00 - \$19.99	\$20.00 - \$49.99	Over \$50	Total
Theme A	1	1	2	5	0	0	9
Theme B	5	11	3	10	5	0	34
Theme C	0	4	8	3	0	0	15
Theme D	8	5	11	42	11	0	77
Cookbook	0	1	1	2	1	0	5
Civil War	11	22	20	25	14	1	93
Food	5	2	0	0	0	0	7
General	2	1	4	1	0	0	8
National	2	3	0	2	0	0	7
NPS	1	30	13	6	5	0	55
Park Specific	0	5	2	19	2	0	28
State - AR & OK	1	3	1	2	4	0	11
Total	36	88	65	117	42	1	349



Quality of Items / Special Concerns

In proposing or approving an item for sale under the above criteria, care must be taken to insure historical accuracy of the content, as well as a professional style of writing, illustration, and production. Just because an item is theme-related does not automatically justify its appropriateness for sale. Individuals who are knowledgeable in specific fields should be consulted when necessary to determine accuracy.

Items representing Native American tribes or culture must be accurate and appropriate representations, reflecting the tribes and heritage of this area. Replicas of material culture should be carefully researched for accuracy before production or selection. Firearms, and reproductions or representations thereof will not be sold, and special care must be taken to avoid promoting irresponsible use of weapons, or promoting violence. With the death penalty a tertiary theme, extreme care must be taken to insure good taste and non-controversial use of any sales item relating to execution(s).

Definitions

The following definitions provide an overview of the considerations in reviewing the sales line and each sales item according to the primary interpretive theme(s) it addresses and the audience(s) it serves. The purpose is to effectively review the availability of items to meet each of the addressed areas when possible, as well as to identify areas in which other products could be considered for addition to the sales line offering or produced for a site-specific need.

Themes

These are the primary interpretive themes stated in the Long Range Interpretive Plan. "Orientation and Visitor Safety Information" and "National Park System and National Park Service Mission" are also included as universal subjects for all parks.

Audiences

Audience breakdown for Fort Smith National Historic Site are:

- General audience
- Young adult (12-18)
- Young children
- Teachers
- Bilingual

Media types

A variety of media is offered to accommodate different tastes and learning styles. Media types used in the memorial's scope of sales include:

- Books
- Cultural items
- Food
- Other publications (e.g., posters, note cards, bookmarks, post cards, etc.)

Price points

Ranges of price point categories may also vary according to audiences. Price points used:

- Less than \$2.00
- \$2.00 to \$4.99
- \$5.00 to \$9.99
- \$10.00 to \$19.99
- \$20.00 to \$49.99
- \$50.00 and higher



Selection Process and Criteria for New Sales Items

Items are not to be ordered until approval is received in writing from the Eastern National Manager and Park Superintendent. It is park policy that review items be added to the park library.

A review committee composed of park staff will review new items. The committee may include the following people: the park superintendent, Eastern National manager, Chief of Interpretation, and a member of the interpretive staff. Books and other potential sales items will be reviewed according to their quality and relevancy to park themes as stated above. Sales items will be approved by a majority of the review committee. The Eastern National Manager and Park Superintendent have veto power to approve or disprove any sales item in contested cases.

Evaluation criteria for new products include:

Appropriateness: How well does this product fit park themes and serve audiences?

Quality: How well does the product capture the message? What is the level of craftsmanship or workmanship involved?

Accuracy: Does the product reflect the best scholarship and knowledge?

Value: Is the product a good buy for the customer at the suggested sales price?

Price point: Is the product appropriately priced for targeted audience?

Currency: Is the product up-to-date?

Advertising: Is it secondary or incidental to the interpretive message and value?

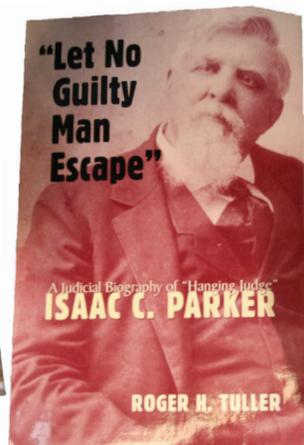
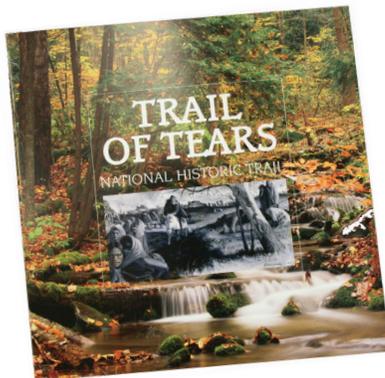
Prohibition regarding sale of original objects: Are replica items clearly labeled?

Origin: Sale of items made in the USA is encouraged, but not mandatory.

Conflict: Would selling this item unnecessarily compete with local businesses?

Authenticity: Special concerns regarding craft items are described in DO-32: 3.5.3d Craft items represented as being Indian-made shall be sold in accordance with the Indian Arts and Crafts Act of 1990.

Public Law 101-644 states, "It is unlawful to offer or display for sale or sell any good, with or without a Government trademark, in a manner that falsely suggests it is Indian produced, an Indian product, or the product of a particular Indian or Indian tribe or Indian arts and crafts organization, resident within the United States. The law allows severe penalties for individuals or organizations found to be in violation of the law."



New Sales Item Review Form

Item/Title	Author/Manufacturer
Description of Item	Pricing

The following questions require affirmative answers for approval of this item by designated reviewers:

•Is the content of the item appropriate as the term "appropriate" is understood by the Service and the association?	YES	NO
•Does the item directly support the park's interpretive themes and/or provide needed site orientation?	YES	NO
•Does the item use accurate, professional, and scholarly knowledge?	YES	NO
•Does the item fit into the overall balance of interpretive sales items?	YES	NO
•Is the item's quality of production, packaging, and durability appropriate to the quality of the park resources?	YES	NO
•Is the item fairly priced?	YES	NO
•Is the item appropriate for business reasons?	YES	NO
•Is the item competitive enough with other approved items to warrant shelf space?	YES	NO
•If the item is thematic, is there interpretive information that should be attached?	YES	NO
•What park theme does the item support?		

Manager, Cooperating Association:
(please state reason)

Recommended ___ Not Recommended ___

Chief of Interpretation
(Comments)

Date

Approved ___ Not Approved ___

Action Plan for Upgrading the Sales Line

Recommendations for enhancing the diversity of products in the current inventory as a result of reviewing the 2012 Scope of Sales include:

1. Increase all media types for children and especially young adults for all themes.
2. Increase all media types for teachers across all themes.
3. Carefully review and gradually phase out items related to the Civil War as it is a tertiary theme. Currently, 26% of the items in the bookstore focus on the Civil War.
4. Increase all media types across all themes that appeal to a broader audience.
5. Explore the possible bilingual publications focusing on the Federal Court period (Theme D).

Periodic Review and Revision of Scope of Sales

The Scope of Sales must be a living document that is revisited each year. The product spreadsheet should be updated at the end of each fiscal year with new sales items added and remove items that are no longer in the inventory.

Marketing Ideas for Increasing Sales

Enhancing and diversifying the inventory is one-step towards increasing sales in the bookstore. Marketing is another key to improving sales and linking the bookstore to the park's interpretive messages. Suggestions include:

1. Updating the bookstores presence on the Fort Smith NHS website and Facebook page.
2. Highlight different items using Ranger Picks and change those on a regular basis. Including the changes on the Fort Smith NHS Facebook page.
3. Continue with monthly focuses for example: Black History Month and National Parks Week.



Next Steps

The immediate results of the analysis indicate Areas of needed expansion include items about:

- The Trail of Tears and Indian Removal
- Items specially for educators
- Natural Resources
- Westward Expansion
- Customer Curtsey items snacks and water bottle refill station

Currently the inventory is heavy with items related to the Civil War with the understanding that as the Civil War 150th anniversary is winding down the need for that items will decrease and the stock should decrease as well.

These ideas should be revisited every year to strengthen the link between on-site interpretive offerings such as site bulletins and ranger-led interpretive programs and products in the bookstore. The bookstore is a tangible extension of the interpretive experience that visitors can continue to enjoy and learn once they have left the site.

Planning for future endeavors of the park and thus the bookstore that need to be considered include:

- Expanding the interpretation of the Butterfield Trail
- The Frisco Station Possible sale outlet Transportation & Railroad

Appendix A

Strategic Evaluation: Themes, Audiences, and Sales Items

Strategic Evaluation: Themes Audiences and Sales Items

Primary Interpretive Informational Themes & Informational Topics	Audiences			
	General Audience	Children	Young Adult 12-18	Educators
Theme A	A Stranger & A Sojourner	None	None	Map Louisiana Purchase
The first Fort Smith was established as a visible protective presence to stem violence between the Osage Indians, who lived in their area, and newly arriving Cherokee Indians, moving to the area as part of the United States government's policy of Indian removal.	Bible in Pocket, Gun in Hand			
	Fort Smith: Little Gibraltar			
	Green Coats & Glory			
	Magnet Belle Point			
	Framing Print Poteau River			
	Soap Lye			
	Soap Old Fashioned Lye			
Theme B	365 Days of Walking the Red Road	Arkansas Indians	None	Map Native Americans
Fort Smith, as an agent of Indian policy, did not act in a vacuum. Policy was decreed from the national government in Washington, D.C., and was to be enforced on the frontier, by not only the military, but also officials from the Indian Office, the territories and states. Federal Indian Policy should also be understood from the perspective of American Indians.	And Still the Waters Run	Big Book Activity Native Americans		
	Arkansas Remote & Restless, 1800-1860			
	Caddo Indians: Where We Come			
	Cherokee Roots Vol 1			
	Cherokee Roots Vol 2			
	Chickasaw Rancher			
	Earth Shall Weep			
	Elias Cornelius Boudinot			
	Expansion & American Indian Policy			
	Indian Territory & The US			
	Myths of the Cherokee			

Theme B	General Audience	Children	Young Adult 12-18	Educators
<p>Fort Smith, as an agent of Indian policy, did not act in a vacuum. Policy was decreed from the national government in Washington, D.C., and was to be enforced on the frontier, by not only the military, but also officials from the Indian Office, the territories and states. Federal Indian Policy should also be understood from the perspective of American Indians.</p>	Native American History for Dummies			
	Rumble of a Distant Drum			
	Spirit of Indian Women			
	Trail of Tears			
	Hiking Medallion Trail of Tears FSNHS			
	Key chain Trail of Tears FSNHS			
	Lapel Pin Trail of Tears FSNHS			
	Lapel Pin Trail of Tears End of Trail			
	Patch Trail of Tears FSNHS			
	Patch Trail of Tears NHT			
	Pendant Trail of Tears			
	Pin Trail of Tears FSNHS			
	Pin Trail of Tears NHT			
	Spoon Trail of Tears			
	Suncatcher Trail of Tears			
	Thimble Trail of Tears FSNHS			
	Postcard Cherokee Alphabet			
	Postcard Cherokee Seal			
	Postcard Chickasaw			
	Postcard Indian Territory			
Postcard Seminole				

Theme C	General Audience	Children	Young Adult 12-18	Educators
<p>The continued military occupation of Fort Smith illustrated a larger pattern of the United States Army serving as "Agent of Empire" - opening new lands and transportation routes by which settlement inevitably followed.</p>	1862 US Cavalry Tactics	Civil War Handbook: Confederate Captain	Poker Deck	Map Battle of Civil War
	1863 Laws of War	Civil War Handbook: Union Lieutenant		Map Civil War Battlefield
	All Cut to Pieces & Gone to Hell	Coloring Book Abraham Lincoln		Poster Flags
	American Frugal Housewife	Eyewitness Civil War		Poster History Civil War
	American Gardener	Going to School During the Civil War: Union		
	An Army Wife's Cookbook	Great Women of the Civil War		
	Black, Buckskin & Blue	Cap Confederate		
	Civil War 150th Guide	Cap Union		
	Civil War & Indian Wars	Doll CW Era Southern Belle		
	Civil War Remembered	Clay Marbles		
	Civil War Series: Black Soldiers	Card Arms CW Bullet Identification Guide		
Civil War Series: Life in CW America	Flintlock/Brown Bess Dummy Gun			
CW Soldiers Buried in AR Cemeteries	Harmonica			
Civil War Stories	Jacks			
Confederate Soldiers Prayer book	Peg Top			
Confederates in the Attic	Pen CW Rifle			
Creek Warrior for the Confederacy	Soldier Pack Gettysburg			
Fields of Blood	Spy Glass CW			
Flags of the Union	Toy Jacob's Ladder			
Getting Used to Being Shot At	Toy Old-Fashioned Spin Top			
Great Maps of the Civil War	Toy Whirligig Tops			
History of Southern MO & Northern AR	Toy Yo-Yo Lrg			
Katy Railroad	Whirligig			
Lincoln Fact Book	Winchester Carbine Dummy Gun			
Pioneer Women				
Prairie Traveler				
Preacher's Tale				
Ready, Booted & Spurred				

Theme C	General Audience	Children	Young Adult 12-18	Educators
<p>The continued military occupation of Fort Smith illustrated a larger pattern of the United States Army serving as "Agent of Empire"- opening new lands and transportation routes by which settlement inevitably followed.</p>	Rough Intro into This Sunny Land			
	Rugged & Sublime			
	SBS Civil War Parks			
	Slavery : Cause & Catalyst of the CW			
	The Die is Cast			
	Things Grew Beautifully Worse			
	Union Soldier's Prayer book			
	Who Wore What? Women's Wear			
	With Fire & Sword			
	Cartridge Candy			
	Bamboo Fan CW 150th			
	Lapel Pin Pewter Kepi			
	Mug CW 150th Camp			
	Ornament CW 150th			
	Ornament CW Confederate Bugler			
	Paddle Fan CW 150th			
	Patch Confederate Seal			
	Pen CW Floater			
	Pencil Civil War			
	Pin Seal Confederate			
	Pocket Watch 150th CW			
	Ruler Generals of the CW			
	Ruler Women of the CW			
	Sculpture CSA Bugler			
	Sculpture US Flag bearer			
	Suncatcher Seal of the Confederacy			
	Water bottle CW 150th Canteen			
	Hiking Medallion Confederate Seal			

Theme C	General Audience	Children	Young Adult 12-18	Educators
<p>The continued military occupation of Fort Smith illustrated a larger pattern of the United States Army serving as "Agent of Empire"- opening new lands and transportation routes by which settlement inevitably followed.</p>	Hiking Medallion Union Seal			
	Ornament Great Seal of US			
	Harper's Weekly: March 9, 1861			
	DOC Papers Confederate Soldier			
	DOC Weapons of the CW			
	Paper Money Confederate States			
	Paper Money Northern States			
	Paper Money Southern States			
	Flag CW Stars & Bars			
	Belt Buckle CS Carded			
Bonnet XL				
Cannon CW Deluxe				
Cannon English 6LB				
Cannon Limber				
Cannon Napoleon				
Coin Confederate Cent				
Coin CSA \$5 Gold Piece				
Coin CSA Four Coin Set				
US Belt Plate				
Dominoes Set				
Puzzle CW Crosslock				
CW Harpers Ferry/Springfield Dummy Gun				

Theme D	General Audience	Children	Young Adult 12-18	Educators
<p>The establishment and operation of the Federal Court for the Western District of Arkansas was a direct response to changes in federal Indian policy and the settlement of the Southwest by increasing numbers of white settlers, bringing pressure on the Indian nations. The administration of justice, including law enforcement by the U.S. Marshal's office, was more than simply an issue of crime and punishment, but a test of the Constitution's call for government to "establish justice and ensure domestic tranquility."</p>	Centennial Article Parker	Cap Train Engineer	Card Game Outlaws	None
	Dawes Article			
	Quotations of Judge Parker			
	Weapons of Old West			
	Belle Starr Family History			
	Postcard Judge Parker			
	Postcard Vintage Old US Jail			
	Postcard Vintage US Jail & Gallows			
	Poster Movie A Debtor to the Law			
	Poster Movie Belle Starr			
	Poster Movie Dalton's Women			
	Poster Movie Hang Em' High			
	Poster Movie Rooster Cogburn			
	Poster Movie True Grit			
	Poster US Marshal Fort Smith			
	Badge Deputy US Marshal			
	Gavel			
Marshal Badge Children Antique				
Replica Antique Handcuffs				
Replica Leg Cuffs				
Replica Old Jailors Keys				
Theme G	Flag Base Miniature	Necklace Harmonica	None	None
General Visitor Items	Flag US Miniature	Wood Whistle		
	Quill & Ink Bottle Set 1 Feather			
	Quill Pen w/Powdered Ink			
	Stationary Set-Colonial			

Theme NPS	General Audience	Children	Young Adult 12-18	Educators
Items related to the National Park Service	Passport Book 2nd ED	ANP Kids Activity Book	Silly Bandz NPS	None
	ANP Scrapbook	ANP Ranger Activity Book	Playing Cards NPS	
	Bowl Chalk Blue	Passport Kids National Parks Companion		
	Bowl Chalk Orange	Backpack Junior Ranger		
	Bowl Chalk Yellow	Buddy Bison		
	Bowl Chalk Green	Junior Ranger Hat LRG		
		Decal ANP Supporter	Junior ranger Hat SM	
Lanyard America's National Parks				
Lunchbox America's National Parks				
Mug ANP Supporter Belly				
Mug ANP Supporter White				
Mug Passport				
Ornament ANP Supporter Glass				
Passport Explorer				
Passport Explorer Expander Pack				
Passport Pen/Pencil Set				
Passport Stamp Set 1986				
Passport Stamp Set 1987				
Passport Stamp Set 1988				
Passport Stamp Set 1989				
Passport Stamp Set 1990				
Passport Stamp Set 1991				
Passport Stamp Set 1992				
Passport Stamp Set 1993				
Passport Stamp Set 1994				
Passport Stamp Set 1995				
Passport Stamp Set 1996				
Passport Stamp Set 1997				
Passport Stamp Set 1998				

Theme NPS	General Audience	Children	Young Adult 12-18	Educators						
Items related to the National Park Service	Passport Stamp Set 1999									
	Passport Stamp Set 2000									
	Passport Stamp Set 2001									
	Passport Stamp Set 2002									
	Passport Stamp Set 2003									
	Passport Stamp Set 2004									
	Passport Stamp Set 2005									
	Passport Stamp Set 2006									
	Passport Stamp Set 2007									
	Passport Stamp Set 2008									
	Passport Stamp Set 2009									
	Passport Stamp Set 2010									
	Passport Stamp Set 2011									
	Pin America's National Parks									
Pin ANP Supporter										
Water bottle ANP Supporter										
Theme Cookbook	An Army Wife's Cookbook	None	None	None						
	Chuckwagon Cookbook									
	Cowboy Cooking: Authentic Recipes									
	Early American Cookbook									
	Sweetly Southern									
Theme Civil War	1862 US Cavalry Tactics	Civil War Handbook: Confederate Captain	Poker Deck	Map Battle of Civil War						
Items related to the Civil War; including items related to the 150th Anniversary	1863 Laws of War			Civil War Handbook: Union Lieutenant		Map Civil War Battlefield				
	All Cut to Pieces & Gone to Hell					Coloring Book Abraham Lincoln	Poster Flags			
	American Frugal Housewife						Eyewitness Civil War	Poster History Civil War		
	American Gardener							Going to School During the Civil War: Union		
	An Army Wife's Cookbook								Great Women of the Civil War	
	Black, Buckskin & Blue									
	Civil War 150th Guide									
	Civil War & Indian Wars									

Theme Civil War	General Audience	Children	Young Adult 12-18	Educators
Items related to the Civil War; including items related to the 150th Anniversary	Civil War Remembered	Cap Confederate		
	Civil War Series: Black Soldiers	Cap Union		
	Civil War Series: Life in CW America	Doll CW Era Southern Belle		
	CW Soldiers Buried in AR Cemeteries	Clay Marbles		
	Civil War Stories	Card Arms CW Bullet Identification Guide		
	Confederate Soldiers Prayer book	Flintlock/Brown Bess Dummy Gun		
	Confederates in the Attic	Harmonica		
	Creek Warrior for the Confederacy	Jacks		
	Fields of Blood	Peg Top		
	Flags of the Union	Pen CW Rifle		
	Getting Used to Being Shot At	Soldier Pack Gettysburg		
	Great Maps of the Civil War	Spy Glass CW		
	History of Southern MO & Northern AR	Toy Jacob's Ladder		
	Katy Railroad	Toy Old-Fashioned Spin Top		
	Lincoln Fact Book	Toy Whirligig Tops		
	Pioneer Women	Toy Yo-Yo Lrg		
	Prairie Traveler	Whirligig		
	Preacher's Tale	Winchester Carbine Dummy Gun		
	Rough Intro into This Sunny Land			
	Rugged & Sublime			
	SBS Civil War Parks			
	Slavery : Cause & Catalyst of the CW			
	The Die is Cast			
	Things Grew Beautifully Worse			
	Union Soldier's Prayer book			
Who Wore What? Women's Wear				

Theme Civil War	General Audience	Children	Young Adult 12-18	Educators
Items related to the Civil War; including items related to the 150th Anniversary	With Fire & Sword			
	Cartridge Candy			
	Bamboo Fan CW 150th			
	Lapel Pin Pewter Kepi			
	Mug CW 150th Camp			
	Ornament CW 150th			
	Ornament CW Confederate Bugler			
	Paddle Fan CW 150th			
	Patch Confederate Seal			
	Pen CW Floater			
	Pencil Civil War			
	Pin Seal Confederate			
	Pocket Watch 150th CW			
	Ruler Generals of the CW			
	Ruler Women of the CW			
	Sculpture CSA Bugler			
	Sculpture US Flag bearer			
	Suncatcher Seal of the Confederacy			
	Water bottle CW 150th Canteen			
	Hiking Medallion Confederate Seal			
	Hiking Medallion Union Seal			
	Ornament Great Seal of US			
	Harper's Weekly: March 9, 1861			
	DOC Papers Confederate Soldier			
DOC Weapons of the CW				
Paper Money Confederate States				
Paper Money Northern States				
Paper Money Southern States				

Theme Civil War	General Audience	Children	Young Adult 12-18	Educators
Items related to the Civil War; including items related to the 150th Anniversary	Flag CW Stars & Bars			
	Belt Buckle CS Carded			
	Bonnet Small			
	Bonnet XL			
	Cannon CW Deluxe			
	Cannon English 6LB			
	Cannon Limber			
	Cannon Napoleon			
	Coin Confederate Cent			
	Coin CSA \$5 Gold Piece			
	Coin CSA Four Coin Set			
	US Belt Plate			
	Dominoes Set			
	Puzzle CW Crosslock			
CW Harpers Ferry/Springfield Dummy Gun				
Theme Food	Bottled Water	None	None	None
General Food Items	Clayey's Hard Candy Cinnamon			
	Clayey's Hard Candy Lemon			
	Energizer Trail Mix			
	Fancy Trail Mix			
	Fancy Trail Mix LRG			
	Raw Almonds			
Theme Nation	Ornament White House	None	None	None
Items related to the nation as a whole	Pin Great Seal US			
	DOC Bill of Rights			
	DOC Constitution			
	Hiking Medallion Union Seal			
	Ornament Great Seal US			
	Patch Great Seal US			

Theme Park Specific	General Audience	Children	Young Adult 12-18	Educators
Fort Smith NHS Specific Items	Fort Smith: Vanguard	None	None	None
	Decal Euro Fort Smith			
	Hat/Shirt Combo			
	Hiking Medallion Fort Smith			
	Lapel Pin Fort Smith			
	Mug Ft Smith Black Red			
	Patch Fort Smith			
	Shot Glass Fort Smith NHS			
	T-shirt Black			
	T-shirt Gray			
Theme State	Historic Atlas: Oklahoma 4 ed	None	None	None
Items related to the states of Arkansas and Oklahoma	Roadside History of Arkansas			
	Roadside History of Oklahoma			
	Rough Sort of Beauty			
	Trees, Shrubs & Vines of AR			
	Lapel Pin AR Mockingbird			
	Magnet AR Mockingbird			
	Pin Arkansas State Seal			
	Postcard Oklahoma State Flag			
	Postcard Oklahoma State			

Appendix B

Strategic Evaluation: Sales Items, Crossover Themes and Crossover Audiences

Strategic Evaluation: Sales Items and Crossover Themes and Audiences

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
257581	100 OK Outlaws, Gangsters, & Lawmen	\$16.95				X			X			
247817	1862 Us Cavalry Tactics	\$19.95			X				X			
250852	1863 Laws Of War	\$13.95			X				X			
263542	365 Days Of Walking The Red Road	\$10.95		X					X			
248951	A Stanger & A Sojourner	\$19.95	X						X			
263657	African American History	\$7.95						X	X			
252322	Alias Frank Canton	\$14.95				X			X			
262202	All Cut To Pieces & Gone To Hell	\$15.00			X				X			
269230	American Frugal Housewife	\$9.95			X				X			
257034	American Gardener	\$11.95			X				X			
211122	An Army Wife's Cookbook	\$4.95			X				X			
263545	And Still The Waters Run	\$29.95		X					X			
262486	ANP Kids Activity Book	\$7.95					X			X		X
249258	ANP Ranger Activity Book	\$7.95					X			X		X
245295	Arkansas Activity Book-Big	\$9.95						X		X		X
262201	Arkansas Indians	\$4.95		X						X		X
233148	Arkansas: Remote & Restless, 1800-1860	\$19.95	X	X	X				X			
261896	Bad News For Outlaws	\$17.95				X					X	

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
249884	Belle Starr "Bandit Queen"	\$19.95				X			X			
215342	Belle Starr & Her Times	\$19.95				X			X			
249878	Bible In Pocket, Gun In Hand	\$16.95	X		X				X			
249657	Big Book Activity Native American	\$9.95		X						X		
253390	Big Book Activity Oklahoma	\$12.95						X		X		
261900	Black Gun, Silver Star	\$18.95				X			X			
236825	Black, Buckskin & Blue	\$19.95			X				X			
227378	Black, Red & Deadly	\$22.95				X			X			
248285	Caddo Indians: Where We Come	\$19.95		X					X			
252323	Captain Jack & The Dalton Gang	\$17.95				X			X			
276630	Centennial Article Parker	\$0.50				X			X			
220446	Cherokee Roots Vol 2	\$20.00		X					X			
261902	Chickasaw Rancher	\$26.95		X					X			
263546	Choctaw Crime & Punishment	\$32.95		X					X			
249881	Chuckwagon Cookbook	\$19.95						X	X			
263308	Civil War 150th Guide	\$10.95			X				X			
262198	Civil War & Indian Wars	\$12.95			X				X			
257327	Civil War Handbook: Confederate Captain	\$12.95			X					X	X	
256297	Civil War Handbook: Union Lieutenant	\$12.95			X					X	X	

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
262865	Civil War Remembered	\$10.95			X				X			
225804	Civil War Series: Black Soldiers	\$8.95			X				X			
225807	Civil War Series: Life In Civil War America	\$5.95			X				X			
228556	Civil War Soldiers Buried In Arkansas Cemeteries	\$29.00			X				X			
222770	Civil War Stories	\$1.50			X						X	X
233210	Coloring Book Abraham Lincoln	\$3.95			X					X		X
220235	Confederate Soldiers Prayer book	\$3.50			X				X			
235788	Confederates In The Attic	\$14.00			X				X			
257328	Cowboy Cooking: Authentic Recipes	\$5.95					X		X			
236812	Cowboy Hero	\$12.95				X			X			
212893	Creek Warrior For The Confederacy	\$15.95			X				X			
227498	Daltons: Raid On Coffeyville, Ks	\$29.95				X			X			
238958	Dawes Article	\$0.50				X			X			
253896	Deadly Affrays	\$27.95				X			X			
214285	Early American Cookbook	\$14.95						X	X			
263544	Earth Shall Weep	\$17.00		X					X			
259549	Elias Cornelius Boudinot	\$24.95		X					X			
223701	Expansion & American Indian Policy	\$24.95		X					X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
237701	Eyewitness Civil War	\$15.99			X						X	X
260669	Fields Of Blood	\$35.00			X				X			
220649	Flags Of The Union	\$16.95			X				X			
2111952	Fort Smith: Little Gibraltar On The Arkansas	\$14.95	X		X				X			
254924	Fort Smith: Vanguard Of Western Frontier History	\$12.95	X	X	X	X	X		X			X
262200	Getting Used To Being Shot At	\$24.95			X				X			
261899	Going To School During The Civil War: Union	\$20.00			X						X	
253567	Great American Outlaw	\$16.95				X			X			
248915	Great Maps Of The Civil War	\$39.99			X				X			
262206	Great Women Of The Civil War	\$7.95			X						X	
238790	Green Coats & Glory	\$12.95	X						X			
227289	Hanging Judge	\$19.95				X			X			
238757	Harper's Weekly: March 9, 1861	\$1.95			X				X			
219283	Hell On The Border	\$26.95				X			X			
258129	Historic Atlas: Oklahoma 4th Ed	\$39.95						X	X			
261903	History Of Southern Missouri & Northern Arkansas	\$24.95			X				X			
238807	Indian Territory & The Us	\$19.95		X					X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
244786	Isaac C. Parker: Federal Justice On The Frontier	\$34.95				X			X			
225030	Katy Railroad	\$29.95			X				X			
225070	Law West Of Fort Smith	\$14.95				X			X			
249660	Lawmen Of The Old West: Bad Guys	\$18.95				X			X			
238811	Lawmen Of The Old West: Good Guys	\$16.95				X			X			
261897	Legend Of Bass Reeves	\$6.50				X					X	
238808	Let No Guilty Man Escape	\$29.95				X			X			
275550	Lincoln Fact Book	\$5.95			X						X	
263548	Montgomery Ward & Co Catalog	\$17.95				X			X			
257582	More Oklahoma Renegades	\$16.95				X			X			
260360	Myths Of The Cherokee	\$18.95		X					X			
263570	Native American History For Dummies	\$19.95		X					X			
241064	Oklahoma Renegades	\$12.95				X			X			
290000	Passport Book 2nd Ed	\$8.95					X		X			
258633	Passport Kids National Parks Companion	\$5.95					X			X		
233141	Pioneer Women	\$26.95			X				X			
217287	Prairie Traveler	\$12.95			X				X			
238658	Preacher's Tale	\$34.95			X				X			
254990	Quotations Of Judge Parker	\$0.50				X			X			
261233	Ready, Booted & Spurred	\$19.95			X				X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
227151	Red Badge Of Courage	\$2.00			X						X	X
232335	Roadside History Of Arkansas	\$20.00						X	X			
220976	Roadside History Of Oklahoma	\$20.00						X	X			
253388	Rough Intro Into This Sunny Land	\$19.95			X				X			
249880	Rough Sort Of Beauty	\$19.95						X	X			
223704	Rugged & Sublime	\$32.50			X				X			
256880	Rumble Of A Distant Drum	\$16.95		X					X			
287730	SBS Civil War Parks	\$8.95			X				X			
236493	Seeking Pleasure In The Old West	\$14.95				X			X			
262791	Slavery: Cause & Catalyst Of The Civil War	\$3.95			X				X			
251643	Spirit Of Indian Women	\$14.95		X					X			
212572	Starr Tracks: Belle & Pearl	\$10.95				X			X			
248190	Sweetly Southern	\$23.95			X				X			
262205	The Carpetbaggers	\$7.95			X						X	
261898	The Civil War	\$6.95			X						X	
261606	The Die Is Cast	\$19.95			X				X			
262199	Things Grew Beautifully Worse	\$15.00			X				X			
236820	Trail Of Tears	\$3.95		X					X			
213512	Trees, Shrubs & Vines Of AR	\$22.50						X	X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
245355	True Grit	\$14.95				X			X			
220226	Union Soldiers Prayer book	\$3.50			X				X			
226962	Weapons Of The Old West	\$1.50				X			X		X	
262203	Westward Expansion	\$6.95				X			X		X	
224700	Who Wore What? Women's Wear	\$29.95				X			X			
245739	With Fire & Sword	\$18.95			X				X			
322847	ANP Scrapbook Kit	\$9.95					X		X			
341459	Backpack Junior Ranger	\$24.95					X			X	X	
342406	Bamboo Fan CW 150th	\$3.95			X				X			
316331	Belle Starr Family History	\$5.00				X			X			
343142	Bowl Chalk NPS Blue	\$9.95					X		X			
343142	Bowl Chalk NPS Orange	\$9.95					X		X			
343143	Bowl Chalk NPS Yellow	\$9.95					X		X			
339620	Buddy Bison	\$8.95					X			X		
318217	Card Game Outlaws Of The Old West	\$6.00				X					X	
327035	Cd A Time In History	\$15.00				X			X			
336508	Decal ANP Supporter	\$1.95					X		X			
344429	Decal Euro Fort Smith	\$3.95						X	X			
338503	Doll CW Era Southern Belle	\$17.95			X					X		
322918	Dominoes Set	\$1.95			X				X		X	
344424	DVD Hang Em High	\$16.95				X			X			
331383	DVD It Took Brave Men	\$9.95				X			X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
344428	DVD Lonesome Dove	\$19.95				X			X			
344423	DVD Rooster Cogburn	\$12.95				X			X			
344422	DVD True Grit	\$14.95				X			X			
344421	DVD True Grit New	\$39.95				X			X			
333530	Flag Base Miniature	\$1.95						X	X			
333529	Flag CW Stars & Bars	\$3.95			X				X			
333528	Flag Us Miniature	\$0.95						X	X			
330090	Framing Print Poteau River	\$0.10	X					X	X			
319361	Glass 7.5 Oz W/Noose	\$3.95				X		X	X			
344434	Hat/T-shirt Fort Smith Cobblestone 2x	\$23.95						X	X			
344432	Hat/T-shirt Fort Smith Cobblestone Lrg	\$19.95						X	X			
344431	Hat/T-shirt Fort Smith Cobblestone Md	\$19.95						X	X			
344430	Hat/T-shirt Fort Smith Cobblestone Sm	\$19.95						X	X			
344433	Hat/T-shirt Fort Smith Cobblestone Xl	\$19.95						X	X			
344439	Hat/T-shirt Fort Smith Navy 2x	\$23.95						X	X			
344437	Hat/T-shirt Fort Smith Navy Lrg	\$19.95						X	X			
344436	Hat/T-shirt Fort Smith Navy Md	\$19.95						X	X			
344435	Hat/T-shirt Fort Smith Navy Sm	\$19.95						X	X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
344438	Hat/T-shirt Fort Smith Navy XI	\$19.95						X	X			
325038	Hiking Medallion Fort Smith	\$5.95						X	X			
334344	Hiking Medallion Trail Of Tears	\$4.95		X				X	X			
341397	Junior Ranger Hat Lrg	\$11.95					X			X		
341396	Junior Ranger Hat Sm	\$11.95					X			X		
341393	Junior Ranger Vest Lrg	\$29.95					X			X		
344426	Keychain Leather Boot	\$5.95				X			X			
339023	Keychain Trail Of Tears Fort Smith	\$3.95		X					X			
333820	Lapel Pin Arkansas Mockingbird	\$4.95						X	X			
315402	Lapel Pin Fort Smith	\$4.95						X	X			
335224	Lapel Pin Marshal Badge	\$4.95				X		X	X			
335706	Lapel Pin Pewter Kepi	\$3.95			X			X	X			
333701	Lapel Pin Trail Of Tears End Of Trail	\$4.95		X				X	X			
330491	Lanyard America's National Parks	\$7.95					X		X			
335972	Lunchbox America's National Parks	\$12.95					X			X		
345198	Magnet 5 Us Deputy Marshals	\$3.95				X			X			
333821	Magnet Arkansas Mockingbird	\$4.95						X	X			
324957	Magnet Belle Point	\$5.00	X						X			
324955	Magnet Courthouse	\$5.00				X			X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
344451	Magnet Ft Smith Jailers	\$3.95				X			X			
344450	Magnet Ft Smith Parker Quote	\$3.95				X			X			
324956	Magnet Gallows	\$5.00				X			X			
325603	Map Battle Of Civil War	\$15.75			X				X			X
341883	Map Civil War Battlefield	\$1.95			X				X			X
320301	Map Louisiana Purchase	\$11.50	X						X			X
321531	Map Native American Map-4	\$4.95		X					X			X
337002	Mug ANP Supporter Belly	\$24.95					X		X			
339202	Mug ANP Supporter White	\$14.95					X		X			
340464	Mug CW 150th Camp	\$7.95			X				X			
344451	Mug Ft Smith Black Red	\$7.95						X	X			
341225	Mug Passport	\$9.95					X		X			
342394	Ornament ANP Supporter Glass	\$26.95					X		X			
340465	Ornament CW 150th	\$24.95			X				X			
321538	Ornament CW Confederate Bugler	\$6.95			X				X			
327550	Ornament White House	\$10.95						X	X			
342407	Paddle Fan CW 150th	\$1.95			X				X			
327379	Passport Explorer	\$49.95					X		X			
329184	Passport Explorer Expander Pack	\$6.95					X		X			
341401	Passport Pen Pencil Set	\$19.95					X		X			
391986	Passport Stamp Set 1986	\$3.95					X		X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
391987	Passport Stamp Set 1987	\$3.95					X		X			
391988	Passport Stamp Set 1988	\$3.95					X		X			
391989	Passport Stamp Set 1989	\$3.95					X		X			
391990	Passport Stamp Set 1990	\$3.95					X		X			
391991	Passport Stamp Set 1991	\$3.95					X		X			
391992	Passport Stamp Set 1992	\$3.95					X		X			
391993	Passport Stamp Set 1993	\$3.95					X		X			
391994	Passport Stamp Set 1994	\$3.95					X		X			
391995	Passport Stamp Set 1995	\$3.95					X		X			
391996	Passport Stamp Set 1996	\$3.95					X		X			
391997	Passport Stamp Set 1997	\$3.95					X		X			
391998	Passport Stamp Set 1998	\$3.95					X		X			
391999	Passport Stamp Set 1999	\$3.95					X		X			
392000	Passport Stamp Set 2000	\$3.95					X		X			
392001	Passport Stamp Set 2001	\$3.95					X		X			
392002	Passport Stamp Set 2002	\$3.95					X		X			
392003	Passport Stamp Set 2003	\$3.95					X		X			
392004	Passport Stamp Set 2004	\$3.95					X		X			
392005	Passport Stamp Set 2005	\$3.95					X		X			
392006	Passport Stamp Set 2006	\$3.95					X		X			
392007	Passport Stamp Set 2007	\$3.95					X		X			
392008	Passport Stamp Set 2008	\$3.95					X		X			
392009	Passport Stamp Set 2009	\$3.95					X		X			
392010	Passport Stamp Set 2010	\$3.95					X		X			
392011	Passport Stamp Set 2011	\$3.95					X		X			
326460	Patch Confederate Seal	\$4.95			X			X	X			
315401	Patch Fort Smith	\$4.95						X	X			
324958	Patch Trail Of Tears	\$4.95		X				X	X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
334714	Patch Trail Of Tears FSNHS	\$4.95		X				X	X			
343121	Pen CW Floater	\$4.95			X					X		
343120	Pencil Civil War	\$0.75			X					X		
335223	Pendant Marshal Badge	\$7.95				X			X			
333700	Pendant Trail Of Tears	\$7.95		X					X			
317658	Pin America's National Parks	\$3.95					X	X	X			
336506	Pin ANP Supporter	\$4.95					X	X	X			
315128	Pin Arkansas State Seal	\$4.95						X	X			
315130	Pin Black Mariah	\$2.95				X		X	X			
318394	Pin Great Seal U.S.	\$4.95						X	X			
318389	Pin Seal Confederate	\$4.95			X			X	X			
339024	Pin Trail Of Tears FSNHS	\$4.95		X				X	X			
324959	Pin Trail Of Tears NHT	\$4.95		X				X	X			
340585	Pocket Watch Cs 150th	\$21.95			X				X			
341186	Postcard Cherokee Alphabet	\$0.50		X					X			
326110	Postcard Cherokee Seal	\$0.50		X					X			
326070	Postcard Chickasaw	\$0.50		X					X			
34194	Postcard Indian Territory	\$0.50		X					X			
315165	Postcard Judge Parker	\$0.10				X			X			
321534	Postcard Oklahoma State Flag	\$0.50						X	X			
32608	Postcard Seminole	\$0.50		X					X			
327335	Postcard Vintage Old Us Jail	\$0.10				X			X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
327334	Postcard Vintage Us Jail & Gallows	\$0.10				X			X			
341880	Poster Flags	\$20.00			X							X
341880	Poster History American Civil War	\$15.95			X				X			X
344625	Poster Movie A Debtor To The Law	\$19.95				X			X			
344633	Poster Movie A Debtor To The Law	\$15.95				X			X			
344621	Poster Movie Belle Starr	\$19.95				X			X			
344630	Poster Movie Belle Starr	\$15.95				X			X			
344631	Poster Movie Belle Starr	\$15.95				X			X			
344623	Poster Movie Belle Starr #2	\$19.95				X			X			
344619	Poster Movie Daltons Women	\$19.95				X			X			
344628	Poster Movie Daltons Women	\$15.95				X			X			
344626	Poster Movie Hang Em High	\$19.95				X			X			
344634	Poster Movie Hang Em High	\$15.95				X			X			
344620	Poster Movie Rooster Cogburn	\$19.95				X			X			
344629	Poster Movie Rooster Cogburn	\$15.95				X			X			
344622	Poster Movie True Grit	\$15.95				X			X			
344624	Poster Movie True Grit	\$19.95				X			X			
344632	Poster Movie True Grit	\$15.95				X			X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
391850	Poster Us Marshal Fort Smith	\$1.95				X			X			
331040	Puzzle Civil War Crosslock	\$4.95			X					X		
328213	Ruler Generals Of The CW	\$1.95			X					X		
328214	Ruler Women Of The CW	\$1.95			X				X	X		
321543	Sculpture CSA Bugler	\$8.95			X				X			
321545	Sculpture Us Flagbearer	\$8.95			X				X			
344427	Shot Glass Fort Smith NHS	\$3.95						X		X		
341964	Silly Bandz National Parks	\$3.95					X		X			
334713	Spoon Trail Of Tears	\$5.95		X					X			
335948	Sun Catcher Seal Of The Confederacy	\$11.95			X				X			
344627	Sun Catcher Trail Of Tears	\$11.95		X					X			
334712	Thimble Trail Of Tears FSNHS	\$4.95		X					X			
344442	T-shirt Ft Smith Back Lrg	\$15.95						X	X			
344444	T-shirt Ft Smith Black 2	\$17.95						X	X			
344440	T-shirt Ft Smith Black SM	\$15.95						X	X			
344441	T-shirt Ft Smith Black Md	\$15.95						X	X			
344443	T-shirt Ft Smith Black XL	\$15.95						X	X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
344449	T-shirt Ft Smith Gray 2X	\$17.95						X	X			
344446	T-shirt Ft Smith Gray MD	\$15.95						X	X			
344445	T-shirt Ft Smith Gray SM	\$15.95						X	X			
344448	T-shirt Ft Smith Gray XL	\$15.95						X	X			
344447	T-shirt Ft Smith Gray Lrg	\$15.95						X	X			
338962	Water bottle ANP Supporter	\$12.95					X		X			
343119	Water bottle CW 150th Canteen	\$12.95			X				X			
415777	Clay Marbles	\$6.95			X					X	X	
415920	Badge Deputy Us Marshall	\$15.95				X			X		X	
411231	Belt Buckle CS Carded	\$3.95			X				X			
414161	Bonnet Small	\$6.95			X					X		
414632	Bonnet Xl	\$6.95			X						X	
487100	Cannon CW Deluxe	\$150			X				X			
497080	Cannon English 6lb	\$9.00			X					X		
497000	Cannon Limber	\$5.25			X					X		
497380	Cannon Napoleon	\$9.95			X					X		
493430	Cap Confederate	\$6.95			X					X	X	
414163	Cap Train Engineer	\$6.95				X				X	X	
493440	Cap Union	\$6.95			X					X	X	
499570	Card Arms Bullet Identification Guide	\$6.00			X						X	

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
413601	Cartridge Candy	\$0.95			X			X	X			
452120	Coin Confederate Cent	\$1.50			X					X	X	
480010	Coin CSA \$5 Gold Piece	\$2.95			X					X	X	
475700	Coin CSA Four Coin Set	\$8.95			X					X	X	
477690	Confederate Half Dollar	\$2.50			X					X	X	
411204	CW Harpers Ferry/ Springfield Dummy Gun	\$17.95			X					X	X	
414005	Doc Bill Of Rights	\$1.95				X		X	X		X	X
414004	Doc Constitution	\$1.95				X		X	X		X	X
496980	Doc Papers Confederate Soldier	\$2.50			X						X	
408920	Doc Weapons Of The Civil War	\$1.50			X				X		X	
411203	Flintlock Brown Bess Dummy Gun	\$16.95			X					X	X	
416778	Gavel	\$10.95				X			X			
414631	Harmonica	\$7.95			X	X			X	X	X	
412988	Hiking Medallion Confederate Seal	\$4.95			X			X	X			
413260	Hiking Medallion Union Seal	\$4.95			X			X	X			
414003	Hiking Stick	\$9.95						X	X			
430350	Jacks	\$6.95			X					X	X	
411619	Marshal Badge Children Antique	\$6.95				X			X		X	
414786	Necklace Harmonica	\$6.95			X						X	
414060	Ornament Great Seal Of Us	\$10.95						X	X			

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
434560	Paper Money Confederate States	\$3.95			X				X		X	
434770	Paper Money Northern States	\$3.95			X				X		X	
447060	Paper Money Southern States	\$3.95			X				X		X	
410385	Patch Great Seal Us	\$3.95						X	X			
482750	Peg Top	\$6.95			X					X	X	
412233	Pen CW Rifle	\$4.95			X					X	X	
413035	Playing Cards National Parks	\$3.99					X				X	
411718	Poker Deck	\$6.00			X						X	
414006	Quill & Ink Bottle Set 1 Feather	\$7.95	X		X						X	
493320	Quill Pen W/Powdered Ink	\$2.95	X		X						X	
411540	Replica Antique Handcuffs	\$26.95				X			X			
411541	Replica Leg Cuffs	\$35.95				X			X			
411542	Replica Old Jailers Keys	\$29.95				X			X			
415382	Soap Lye	\$3.95	X		X				X			
414853	Soap Old Fashioned Lye	\$5.95	X		X				X			
410503	Soldier Pack Gettysburg	\$9.95			X					X		
413878	Spy Glass CW	\$19.95			X					X		
414276	Stationary Set-Colonial	\$15.00	X		X				X		X	
414781	Toy Jacob's Ladder	\$4.00			X					X	X	
414784	Toy Old-Fashioned Spin Top	\$3.00			X					X	X	

List of Items			Themes Represented						Audience			
Item Number	Item Description	PRICE	A	B	C	D	NPS	OTHER	GENERAL	CHILDREN	YOUNG ADULT 12-12	EDUCATORS
417735	Toy Whirligig Tops	\$2.50			X					X	X	
414783	Toy Yo-Yo Lrg	\$2.00			X					X	X	
410006	Us Belt Plate	\$3.95			X				X			
491930	Whirligig	\$5.95			X					X	X	
414967	Winchester Carbine Dummy Gun	\$13.95			X	X				X	X	
414159	Wood Whistle	\$6.50			X					X		
686500	Bottled Water	\$1.00						X	X			
622200	Clayey's Hard Candy Cinnamon	\$2.25						X	X			
622220	Clayey's Hard Candy Lemon	\$2.25						X	X			
621350	Energizer Trail Mix	\$1.95						X	X			
621060	Fancy Trail Mix	\$1.95						X	X			
621610	Fancy Trail Mix Sm	\$1.95						X	X			
621030	Raw Almonds	\$1.95						X	X			