

BOOK REVIEWS

JUVENILE

JAMES J. GRIFFIN (author) and
VINEET KUMAR SIDDHARTHA
(illustrator)

Deputy Pete and the Missing Muffin

Condor Publishing
Paperback, 32 pages, \$9.95
CondorPublishingInc.com

The second installment in James J. Griffin's "Deputy Pete" series of picture books for beginning readers has the intrepid lawman assisting little Jenny in the search for her missing cat, Muffin. Aided by his big horse Charcoal and dog Pepper, Deputy Pete and Jenny look all over town, encountering many animals along the way, including a horned toad, an armadillo, a garter snake, a tortoise and some spotted whiptail lizards. When the missing Muffin is finally located, there's a big surprise in store for Jenny. Delightful, beautifully illustrated tale, which stresses the importance of teamwork and never giving up.

– Rocky Gibbons

NANCY PLAIN and **ROCKY GIBBONS** (editors)
Why Cows Need Cowboys and Other Seldom-Told Tales from the American West

TwoDot
Paperback, 142 pages, \$19.95
TwoDotBooks.com

I've often heard people comment that history was their least favorite subject in school because it was "boring." Although I never found it boring, I did think that most history books were about as exciting as watching paint dry. *Why Cows Need Cowboys* fixes that problem. With stories ranging from prehistoric times to the 21st Century, this team of award-winning storytellers shares tales that are informative as well as engaging. They are not detached commentaries focusing primarily on dates, but rather stories that are written from a personal perspective that will draw young readers in and help them connect with the events intellectually and emotionally. Editors Nancy Plain and Rocky Gibbons have done a superb

job of assembling a collection of stories that will inform children and whet their appetites for more. Kudos to them and all the other authors for a job well done.

– Jim Jones

EMILY CRAWFORD WILSON
(author) and **JEANNE BOWMAN**
(illustrator)
Charlie Russell and the Gnomes of Bull Head Lodge

South Dakota Historical Society Press
Hardcover, 32 pages, \$19.95
SDHSPress.com

In a land described by cowboy/artist Charlie Russell as "about as wild a place as you can find these days," magical things are about to happen. Set at Russell's cabin in the woods in Glacier National Park in the early 1900s, this beautifully illustrated fairy tale features three mischievous birchbark gnomes who spring to life, determined to help with the artist's latest painting. Russell, along with his protégé and good friend, Joe De Yong, enjoy a getaway at the cabin, but struggle with the new work-in-progress. Thanks to the gnomes and their inspirational hints, the great artist completes *Land of the Kootenai*, using watercolor, gouache and pencil on paper. Extras at the back of the book include bios, histories and even how to build a gnome of your own!

– Rocky Gibbons

NONFICTION

JANE LITTLE BOTKIN
The Girl Who Dared to Defy: Jane Street and the Rebel Maids of Denver

University of Oklahoma Press
Hardcover, 336 pages, \$32.95
OUPress.com

Fiery little Jane Street. What a gall! She set out to right some wrongs and made a difference not only in her world, but society as a whole was better for it as well. She deserves more than a footnote in any account of working women's history. And now she has it. Jane Little Botkin has not only done a tremendous amount of research, but her biography of Street is also engaging, thoughtful and enlightening – a wonder-

ful change of pace from the traditional academic works from university presses. In 1916, Street arrives in Denver, Colorado. Finding work as a housemaid, she soon learns of the bad conditions facing domestic workers, particularly in Denver's elite Capitol Hill neighborhood. Street organizes a union, the Industrial Workers of the World, and sets about righting the wrongs and working for better conditions for herself and her fellow workers. Botkin is to be commended for bringing this story to light with her entertaining and engaging narrative style.

– Linda Wommack

KELLEN CUTSFORTH
Buffalo Bill and the Birth of American Celebrity

TwoDot
Hardcover, 176 pages, \$29.95
TwoDotBooks.com

Kellen Cutsforth begins with a plethora of adjectives, which is fine because all the positive ones indeed describe William F. "Buffalo Bill" Cody. Explaining how and why Cody deserves accolades for birthing American celebrity is the job of the rest of the book. With plenty of photos, Cutsforth recounts familiar details of Cody's biography, then considers how the Wild West showman's influence might be difficult for modern audiences to grasp. Relating Cody to the Superman phenomenon, particularly the Superman comics to Cody's dime novels, is one way. The statement "Without Buffalo Bill it is quite possible there would be no Hollywood, no super-heroes ..." may be hyperbolic, but generally Cody's impact on aspects of the entertainment industry cannot be underestimated.

– Sandra K. Sagala

KATE ELLIOTT
Framing First Contact, From Catlin to Russell

University of Oklahoma Press
Hardcover, 162 pages, \$39.95
OUPress.com

Art historian Kate Elliott has written a fascinating and deeply researched study of European and American artists' paintings of encounters be-

WESTERN MUSIC

CAROL MARKSTROM *Mile After Mile*

Desert Rose Records, \$15
CarolMarkstromMusic.com

Not long ago, Carol Markstrom was a respectable university professor, writing about American Indian history and culture. Then she started hanging out with WWA singer/songwriters at those late-night convention music roundabouts.

Now look at her. She's a gypsy, an asphalt addict, a Western music jamboree junkie, a singer/musician driving from one gig, cowboy poetry gathering or chuckwagon hootenanny to the next.

Except when she's in a recording studio. Her fourth CD, *Mile After Mile* – 11 cuts written by or in part by Carol and one cover – grew out of her daydreams during long hours on the road.

I especially admire “No Stone Unturned,” by Seth Maynard and Carol, about a woman clinging to her love for a man torn from her by war's trauma.

I woke one day you were a stranger

Also top notch are the title track, in which many miles of tar and concrete roads lead to reveries about this country's indigenous past, and “On the Ridgeline,” about disappearing into nature's peace.

But my favorite is “Perfect,” in which Carol celebrates her wandering minstrel lifestyle.

Life is perfect, I played a few circuits, found my purpose.

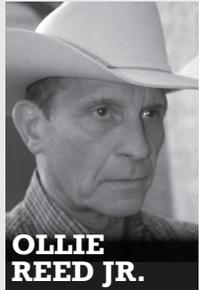
KERRY GROMBACHER *Range of the Buffalo*

Ring of Fire Music, \$14.99
KGrombacher.com

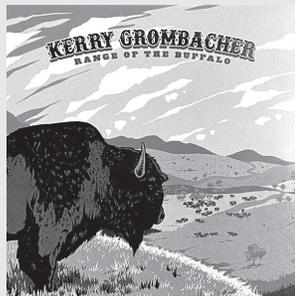
Kerry's 1999 release *Riding for the Brand* is one of the Western CDs I stack in the passenger seat during long road trips. He is an adventurous songwriter, his themes and lyrics fresh and inspired. I look forward to new work by him, and this latest collection – 12 songs he wrote between 2002 and 2018 – does not disappoint.

It starts in a blood-stirring rush with the title track, the story of a changing West in which trail dust gives way to diesel fumes and *All that's gone never comes again*.

There's not a weak cut in the bunch, but other favorites are the epic “Highway 281,” also about an evolving West, *What Coronado set in motion cannot be undone*; “Badger,” which deals with the loneliness and uncertainty of traveling songwriters afraid *That all my words might die on my breath*; and two love song duets with Aspen Black, “Harvey Girl” and “Yellow Slicker.”



OLLIE REED JR.



tween whites and the Native peoples of North America. Her thoughtful examination of this “visual imagery” begins with “First Contact” paintings such as John Vanderlyn's *Landing of Columbus at the Island of Guanahani, West Indies* and extends throughout the period of Manifest Destiny, with the art of George Catlin, Charlie Russell, Albert Bierstadt and more. Elliott shows that while most of these works were accepted in their time as straight documentary history, they are more accurately understood as the stories that one culture – in this case, the dominant Euro-American culture – tells about the “Other.” Richly illustrated in color, this book shines a light on the gap between cultures and how it is revealed in art.

– Nancy Plain

EDISON ESKEETS and JIM KRISTOFIC *Send a Runner: A Navajo Honors the Long Walk*

University of New Mexico Press
Hardcover, 192 pages, \$27.95
UNMPress.com

When Navajo ultramarathoner Edison Eskeets recently made a 330-mile run over 15 days to commemorate the Long Walk, Jim Kristofic, author of *Navajos Wear Nikes*, tagged along to record the event. His memoir expertly weaves the past with the present (and even some thoughts on the future), providing readers with a history of this tragic episode told from the Diné's perspective. As Kristofic notes, of those who died when the military forced them out of their ancestral home in 1864 and onto Bosque Redondo, “no one knows their names. No one bothered to ask them. There was no surviving Aeschylus, no Ovid, no Virgil to record their drama, their comedy, their tragedy. The Diné have no Homer.” But they do have the terrific talent of Jim Kristofic. For anyone trying to understand who owns history, *Send a Runner* is a must read.

– Heidi Osselaer

MELODY GROVES *When Outlaws Wore Badges*

TwoDot
Paperback, 155 pages, \$18.95
TwoDotBooks.com

“Set a thief to catch a thief.” Nowhere was this proverb more aptly applied than in the Old West, where the lines between lawman and outlaw were sometimes so blurry it was hard to tell the difference between the two. The true stories presented here are wildly entertaining, sometimes hilarious and not overly burdened with psychological evaluation into “how” and “why.” Many of the stories are well-known, bordering on legend, and many are not, but all are amazing to consider in their own context. After all, who but the most brazen of criminals would actually consider becoming a lawman in order to hide from the law behind a badge? And who would know how to break the law better than one who knows and is sworn to uphold it? I highly recommend this book to anyone interested in how the Old West really was when not all hats were white or black but various shades of gray. Draw your own parallels to today.

– Rod Timanus

ANNE MacKINNON *Public Waters: Lessons from Wyoming for the American West*

University of New Mexico Press

OCTOBER 2021

Paperback, 358 pages, \$29.95
UNMPress.com

Unlike other Western states that have a conflicted history of riparian versus prior appropriation of water rights, Wyoming took a different path in the late 19th Century. With the leadership of engineer Elwood Mead, the territory (and state, after 1890) enacted a policy of state regulation of its water resources. Anne MacKinnon traces the turbulent record of efforts to deal with lawsuits and complications in how to share the state's water. State engineers faced the pressure of court decisions, sometimes made by judges who didn't understand water law. Rather than a dry (excuse the pun) account of water resource development, MacKinnon includes thumbnail biographies of people who tried to make a living through irrigation, Native tribes demanding enforcement of treaty rights, and the boom and bust economy that enriched the state with coal, oil and uranium revenues, but struggled with the decline of these resources. Anyone contemplating a novel that includes disputes over water will find this book indispensable for getting the tale told accurately.

– Abraham Hoffman

THOMAS O. McDONALD
Texas Rangers, Ranchers, and Realtors: James Hughes Callahan and the Day Family in the Guadalupe River Basin

University of Oklahoma Press
Hardcover, 640 pages, \$45
OUPress.com

This well-written and deeply researched volume is as much a family saga as it is a scholarly dive into late-19th Century Texas. Thomas O. McDonald has a talent for character development rarely found in dense tomes devoted to the development of the state of Texas and its Rangers. The Callahan Expedition might have been overlooked, but McDonald makes the case why it and James Hughes Callahan should have been better known. Brimming with colorful detail, including maps, pictures and a nicely constructed index, this book is certain to find its place in the library of Texas Ranger aficionados, researchers and fans.

– Larry D. Sweazy

JAMES McGRATH MORRIS
Tony Hillerman: A Life

University of Oklahoma Press
Hardcover, 352 pages, \$29.95

OUPress.com

This first major biography of iconic Western mystery novelist Tony Hillerman (1925-2008) is substantial, engrossing and often surprising. James McGrath Morris (*The Ambulance Drivers: Hemingway, Dos Passos, and a Friendship Made and Lost in War*) received what feels like total access to Hillerman's archives as well as his family, colleagues and friends. Vivid chapters depict Hillerman's youth in Depression-era rural Oklahoma, his serious WWII wounds, his years as a newspaper reporter, university administrator and journalism teacher, and the publication of his first novel, *The Blessing Way*, in 1970, when he was 44. That novel dramatized Hillerman's fascination with Native American culture and changed the Western and mystery genres with the creation of Navajo Tribal Police detective Joe Leaphorn. Later novels featured another Navajo Tribal Police detective, Jim Chee. Fans will enjoy learning about the events that inspired Hillerman's plots. Authors will focus on Hillerman's writing methods, his relationship with his agents and editors, and the gradual, complicated process that resulted in his

It's been a long time coming...

October 2021

“YOU OUGHTA SEE WYOMING”

the new single by

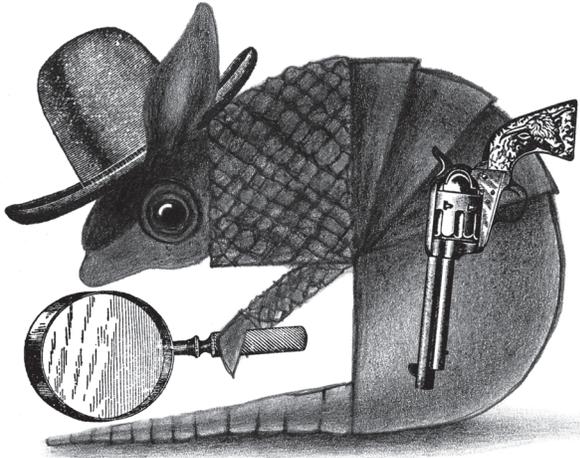
MICKI FUHRMAN

From the upcoming new album

WESTBOUND

to be released January 2022

MickiFuhrmanMusic.com Facebook.com/Micki-Fuhrman-Music



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THE COWBOY UP PODCAST

Where Talk is All About the West

Dude rancher **Russell True** and cowboy **Alan Day** chat with historians, museum curators, musicians, artists, cowboy poets, filmmakers, culinary experts and tell more than a few stories during this entertaining and enlightening weekly podcast.

WINNER OF "BEST WESTERN PODCAST 2020"
- EQUUS FILM & ARTS FEST



THE COWBOY UP!

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bestseller status. With numerous photographs.

– David Morrell

SIERRA CRANE MURDOCH

Yellow Bird: Oil, Murder and a Woman's Search for Justice in Indian Country

Random House

Hardcover, 379 pages, \$28

PenguinRandomHouse.com

High Country News reporter Sierra Crane Murdoch's stunning first nonfiction book is a compelling account of murder and redemption on North Dakota's Fort Berthold Indian Reservation. When a white oil worker goes missing, Arikara ex-con turned private detective Lissa Yellow Bird dedicates herself to unraveling the mystery of his disappearance. The author's eight years of immersive reporting pays off in a book that succeeds both as an engrossing true-crime drama and a moving personal odyssey, as *Yellow Bird* seeks to atone for years lost to addiction. Issues of tribal in-fighting, the cycle of alcoholism and drug abuse, and the destructive impact of natural resource exploitation on Native American societies are woven into the narrative with considerable skill in this worthy finalist for the 2021 General Nonfiction Pulitzer Prize.

– Kirk Ellis

ROGER L. NICHOLS

Massacring Indians: From Horseshoe Bend to Wounded Knee

University of Oklahoma Press

Paperback, 200 pages, \$24.95

OUPress.com

This is not a book title I would want visible while reading in a coffeeshop. Here you will find, in chronological order, 10 chapters devoted to "all the major recognized massacres of Indians by U.S. Troops during the nineteenth century" from the Red Stick War in Alabama in 1813–1814 to Wounded Knee in South Dakota in 1890. The author's thesis is simple: "Massacre" can describe what happened to Indians, too. He provides enlightening context for grasping the commonalities of these heinous incidents: the "settler colonialism" that encouraged expansion across the continent and confiscating tribal lands; "schizophrenic" national policies toward indigenous peoples that exacerbated these conflicts; and a military mindset of "total war" that was perceived as a rational response to Indian depredations. It is well-written, but uncomfortable reading. The text is supported with end notes, an extensive bibliography, an index, 10 B&W photos and a map.

– Tom Carpenter

BRADFORD PEARSON

The Eagles of Heart Mountain: A True Story of Football, Incarceration and Resistance in World War II America

Atria Books

Hardcover, 389 pages, \$28

SimonAndSchusterPublishing.com

Southwest magazine features editor Bradford Pearson's debut nonfiction book finds inspiration in one of the darkest chapters of American democracy: the shameful incarceration of loyal Japanese American citizens in the hysteria that followed Pearl Harbor. Pearson personalizes the tragedy through the stories of two remarkable athletes, Tamotsu "Babe"

Nomura and George “Horse” Yoshinaga, who helped lead an underweight, ragtag high school football team from a concentration camp on the outskirts of Cody, Wyoming, to an incredible (and still unacknowledged) string of victories in the 1943-44 season. It takes Pearson nearly half the book to reach Heart Mountain, losing his characters’ threads in too many contextual chapters, but once the action shifts to the gridiron and its story of resistance the book is never less than riveting.

– Kirk Ellis

BRANDON R. SCHRAND

Psychiana Man: A Mail-Order Prophet, His Followers, and the Power of Belief in Hard Times

Washington State University Press
Paperback, 414 pages, \$24.95
WSUPress.wsu.edu

A flamboyant charlatan by the name of Frank Bruce Robinson went to work in 1929 after the stock-market crash to promote the first and only self-help religion with a money-back guarantee. He promised health, wealth and happiness to anyone who believed in his mail-order lessons. Robinson’s tactics bilked

many people, but he eventually ran into legal trouble for mail and passport fraud. The outcome of the trial and his real identity are part of the story. While consulting a local history book, the author had run across the bizarre story and became fascinated enough to write this in-depth biography.

– Lynn Bueling

GERALD D. SCHAEFER

From Gunsmoke to Granite: Tombstones of Gunfighters, Outlaws & Lawmen

Self-published
Paperback, 213 pages, price not listed

For years, Gerald D. Schaefer has traipsed across the country looking for the graves of some of the Wild West’s best and worst, the legendary figures and the not quite as well known. “They came west searching for new opportunities and hope,” he writes. “Add alcohol to their Civil War experiences and you could have a powder keg.” In this book, Schaefer takes readers to the graves of the good, the bad and the ugly – from Clay Allison to Bob Younger, Belle Starr to Chauncey Whitney. Each entry includes a photograph and short biography of the deceased, color photograph

of the headstone and suggested readings for more biographical background.

JOHN SEDGWICK

From the River to the Sea: The Untold Story of the Railroad War That Made the West

Avid Reader Press
Hardcover, 344 pages, \$30
AvidReaderPress.com

In the 1870s and ‘80s, fledgling Santa Fe and Denver & Rio Grande railroads battled each other, sometimes with guns, across the Western states and Mexico in their contest to reach the Pacific Ocean. Civil War General William Palmer drove the narrow-gauge Rio Grande through the Rocky Mountains, while William Barstow Strong pushed the standard-gauge Atchison, Topeka & Santa Fe far beyond its namesake cities. Numerous biographical sketches include Palmer’s eccentric wife, Queenie, who refused to live in his “castle” in Colorado Springs. Among Palmer’s and Strong’s competitors were “robber barons” Jay Gould and Collis Huntington. In 1887, the Santa Fe reached the sleepy pueblo of Los Angeles and stimulated that city’s explosive



MACKINTOSH AND T.J.

MVD Visual

Blu-Ray, \$24.95. DVD, \$14.95.

Streaming, \$3.99 to rent, \$12.99 to buy

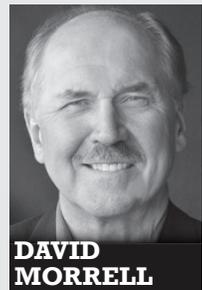
MVDVisual.com

Mackintosh and T.J. is an almost-lost Roy Rogers film with a fascinating history.

In 1951, Roy (voted the most popular movie cowboy since 1943)

filed a lawsuit against his studio, Republic Pictures, claiming

the right to share income from the sale of his films to television. The court ruled in his favor, but he then lost on an appeal. After 1952's successful *Son of Paleface* (made at Paramount, co-starring Bob Hope and Jane Russell), Roy never starred in another studio film. He believed that other studios joined with Republic to blackball him as a troublemaker for wanting actors to share income from



DAVID MORRELL

television revenue.

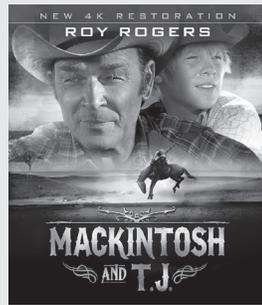
Roy's half-hour television series, *The Roy Rogers Show*, ran from 1951 to 1957, another indication of his popularity, but his next movie, *Mackintosh and T.J.*, produced independently in 1975, came nearly a quarter of a century after *Son of Paleface*. The movie was filmed at the famed 6666 Ranch in West Texas. Roy plays a modern wandering cowboy whose wife and son died in a car crash and who befriends another wanderer, a homeless 14-year-old boy (Clay O'Brien).

The film dramatizes Roy's lifelong commitment to helping children and living by example, a frequent theme in his films. At age 65, he could still perform many of his own stunts, especially in a barroom knife fight. His acting skills are surprisingly impressive in a realistic role. Waylon Jennings and Willie Nelson perform on the soundtrack. Acclaimed Joan Hackett has a featured role. The script (by Paul Savage, a veteran writer for numerous television Western series, including *Gunsmoke*) is ably directed by Marvin J. Chomsky (*Roots*).

But despite these advantages, the film had limited distribution, mostly in Texas and Oklahoma. It seldom appeared on television. Roy's chance for a movie comeback failed.

Forty-six years later, *Mackintosh and T.J.* is finally available again, with a 4K scan of the original film elements and color correction that gives it a 1970s look. Extras include behind-the-scenes footage as well as an audio commentary with *Roundup*'s C. Courtney Joyner and cast members Andrew Robinson and O'Brien. Recommended.

Roundup video reviewer C. Courtney Joyner is taking time off. David Morrell wrote the novel *First Blood*, which introduced the character of Rambo. *Last Reveille* and many of David's other novels are set in the American Southwest.



development. The Rio Grande made it as far as Ogden, Utah, and eventually wound up as part of the Union Pacific. The Burlington Northern Santa Fe is now the largest railroad in the United States. Excellent maps and photographs augment Sedgwick's thoroughly researched text.

— Robert Lee Murphy

PAUL SNYDER

"Make Mine a Ditch": Beautiful Backbars Under the Big Sky!

Sweetgrass Books/FarCountry Press

Paperback, 200 pages, \$24.95

FarCountryPress.com

Paul Snyder of Great Falls has traveled the length and breadth of Montana (no mean feat) to document 40 backbars, many stunningly ornate, to Montana's historic bars and watering holes. As he did so, he photographed the backbars (for the uninitiated, that portion of the bar behind the actual counter) with their Greek and Roman architectural columns, almost always impressively hand-carved in wood, and other opulent flourishes such as large mirrors, brass figures, and liquor bottle displays. Such monuments to an earlier, rustic time, he notes, are rapidly disappearing, victims to fire, business closure, or purchase by well-to-do out-of-staters. Included are historical black-and-white photographs plus hundreds of Snyder's own color images. Oh yes, by "Ditch," the author means an early-day drink comprised of rot-gut whiskey and ditch water. Make it a double.

— Charles E. Rankin

RICHARD W. STARBUCK (editor)

Records of the Moravians Among the Cherokees: March to Removal, Part 4 'They Shall Not Be Forsaken': Volume 9, 1830-1833

Records of the Moravians Among the Cherokees: March to Removal, Part 5: 'This Is Not My Home Any More': Volume 10, 1834-1838

Cherokee Heritage Press

Hardcover, 516 pages, 534 pages, \$40 each

OUPress.com

The Moravian missionary movement was one of the most significant Christian inroads into the Cherokee homelands. These two volumes cover detailed correspondence between the missionaries from 1830 to 1838. Missionary struggles on behalf of their Cherokee neighbors in the face of federal and Georgia state efforts to remove them are carefully laid out with the underlying understanding that the outcome was inevitable. Missionaries were imprisoned in Georgia for their alignment with the tribal leaders. Some even made the trek westward with the people. These volumes are translated since most Moravians of the time communicated in German, their native language.

— Vernon Schmid

TERRY C. TREADWELL

Lawmen of the Wild West

Frontline Books

Hardcover, 246 pages, \$34.95

Pen-And-Sword.co.uk

An enjoyable compilation of 35 lawmen of the Old West plus a chapter on the Texas Rangers. Most are well known

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but include a sprinkling of lesser known badge toters such as Floyd Wilson and David Fannin. A good selection of photos is provided, though some are mislabeled, repeated and one is doctored by adding a badge to Wyatt Earp. The author chose to use the British spelling *gaol* instead of *jail*, which is distracting in a book about *American* lawmen. The number of typos diminishes this work further. Accuracy of the John Behan, Billy Breakenridge and Earp chapters is not enhanced by a bibliography comprised of five books, none of which are by primary Earp historians such as Casey Tefertiller, Lee A. Silva, John Boessenecker, Roy B. Young or Gary L. Roberts.

– Monty McCord

FICTION

DAVID ARROWSMITH

Nevada Noir

Self-published

Paperback, 46 pages, \$5.99

The three interlocking short stories in this slim volume are connected by locale – the state of Nevada – and by three characters in a state of upheaval: a failed ex-cop with a bad, bad case behind him and a young outlaw couple debating how to handle a huge, unexpected, ill-gotten windfall. As the title says, it's *noir*, so the tales are dark and gritty, the settings dingy and reeking of sweat and despair, the people seedy and unlikeable and their decisions uniformly bad. The writing's descriptive and colorful, with tension and suspense throughout. Fans of fatalistic fiction who can overlook quirky formatting, Britannic spellings, and the occasional Britishism (I'll admit I had to look up "jinking") will find a lot to like.

– J.R. Sanders

MARY CLEARMAN BLEW

Waltzing Montana: A Novel

Bison Books

Paperback, 294 pages, \$21.95

BisonBooks.com

The year is 1925 and 14 years since midwife Mildred Harrington has last seen her teenage sweetheart, Pat Adams. She finds him savagely beaten and refusing to say how he came by his injuries. As he recuperates at a local Catholic hospital, a young priest and a determined nun help him recover from the abuse he has suffered in the same way that the nun had helped Mildred recover from wounds far deeper. In so doing, they give Mildred and Pat a long-delayed reconciliation, and a chance at healing. This is a literary tour de force reminiscent of Ivan Doig's Montana novels.

– Catherine Holder Spude

JAMES ROBERT DANIELS

The Comanche Kid

Cutting Edge Books

Paperback, 348 pages, \$18.99

CuttingEdgeBooks.com

Sixteen-year-old Jane Fury is an unlikely avenger, even after her parents and twin brother have died in a Comanche raid on their Texas farm. But Jane has a greater stake than revenge in pursuing them – they've taken her toddler sister, Sally. Thus

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Marketing 101 for singer/songwriters

Writing songs for personal fulfillment is different from being a professional singer/songwriter. We write songs to satisfy ourselves. If you're a professional, you monetize those songs. Otherwise, it's a hobby.

I think of songwriting as the "artistic" component and marketing as the "business" part. Artists are notoriously bad business people (trust me, I know). However, some elements of the songwriting process transfer directly to the marketing component. Songs are stories with a beginning, middle and end; the process is not unlike assembling a puzzle. You can have a good idea, but if it doesn't flow naturally and logically, you don't create a good song. Think purposefully as you put it together or you'll fail to communicate with the listener.



JIM JONES

Similarly, an effective marketing plan must be assembled strategically to sell your music. Here are some important components of a singer-songwriter marketing plan:

✓ Identify your market: Who are artists with whom your music is comparable, and who is their audience? Yeah, I know, your music is totally unique ... good luck with that! There's a reason for those pop-up ads from Amazon: "If you like so and so, you'll love this." Your target audience initially needs to perceive your music as familiar. If you can get their attention, they will listen and eventually appreciate what separates you from other folks.

✓ Target your market: How do you get in the ears of this audience? Where do similar artists perform? Where do people listen to their music (radio, streaming, Facebook, YouTube)? Once you determine this, put together a promo package and be relentless in getting your foot in the door.

✓ Grow your market: When you have some success, it's easy to get complacent. Marketing is hard work and not nearly as much fun as writing and performing, but it's part of your job and jobs aren't always fun. Once you've performed at some reputable songwriter venues, you have a resumé to use as a tool. Research and contact similar venues, then drop names ("I played at Poor David's Pub, Swallow Hill, the Pickin' Parlor with Jon Chandler, etc."). Venue representatives prefer booking people with a proven track record.

✓ Network: Meet people. Go to conferences that feature music. Join a local songwriter group. Find out who's doing what you're doing. You'll develop relationships that lead to an array of opportunities and, more importantly, you'll make great friends along the way.

Jim Jones (<https://jimjoneswestern.com>) is an award-winning singer/songwriter, including three Spurs. E-mail him at ajamojo@gmail.com.

begins a pursuit that sees desperate yet pragmatic Jane disguise herself as a boy and join a cattle drive as the only way to continue her quest. James Robert Daniels introduces a colorful band of drovers, quirky and individualistic but with a heart for the girl they think is a boy, and her tragic circumstances. The story can be sorrowful, brutal and comic in turn – kind of like real life.

– Loyd Uglow

T.L. DAVIS

Deputized

Five Star Publishing
Hardcover, 278 pages, \$24.95
Gale.Cengage.com/FiveStar

Some men are cut out to be lawmen; some are not. Frank Whittaker was not. Much more at home herding cattle and hanging around saloons, hard-drinking Frank is deputized by Sheriff Ben Fowler after the cowboy witnesses a bank robbery in Santa Fe. The hastily assembled posse heads east and soon joins forces with U.S. Marshal Dayton Howard and his crew of professional lawmen. As luck, or perhaps bad luck, would have it, they are pursuing the same bad man, the notorious Dandy Jim Beudreaux. But as in any entertaining novel, things are not as they appear on the surface. Dandy Jim is Frank's boyhood hero. This was a time when bad men were not always bad and good men were not always good. But Frank has to learn this the hard way and has to deal with changes within himself.

– John Neely Davis

JOSEPH DORRIS

Seeking Two Elks Fighting

iUniverse
Paperback, 386 pages, \$24.99
iUniverse.com

This book is No. 5 in the “Erik Larson Sheepeater Indian Series.” The story takes Erik Larson (aka Two Elks Fighting) through several adventures as he goes between his white man's world and his Sheepeater Indian world. The story will keep you reading as Joseph Dorris leads you on a detailed description of the country while Erik travels through the mountains and valleys of the Salmon River country in Idaho. The author's vivid description of the country paints a clear picture in your mind.

– Lowell F. Volk

JAMES O. EASTERBROOK

Revised and edited by RUSSELL G. NELSON

The Narrative of William H. Bonney

WHB Associates
Hardcover, 458 pages, \$28
BillyTheKidLivedOn.com

The late James O. Easterbrook was said to have been a lifelong student of William H. Bonney. He began his research on Billy the Kid while in his teens and continued until his death in 2011. Writing with the imagined words and episodes of his subject's life, he gave us this studied impression of how it might have been while paying special attention to the Lincoln County War. Readers interested in Billy the Kid's

outlaw life will find an interesting read.

– Lynn Bueling

DOUGLAS W. ELLISON

A Desperado Without a Peer: John Wesley Hardin Invades Kansas, 1871

Western Edge Books
Paperback, 64 pages, \$15

Doug Ellison offers a snapshot of John Wesley Hardin's bloodthirsty life in this compact volume. Given a hands-up by the Hardin biographer Chuck Parsons in the foreword, Ellison reminds us that this was a man who killed more than two dozen men in a murderous career. The lengthy bibliography indicates that Ellison has read widely on the subject prior to writing the limited edition book in an easy yet informative read.

– Lynn Bueling

BERT ENTWISTLE

Leftover Soldiers: Book 2: Aftermath & Opportunity

Black Mule Press
Paperback, 289 pages, \$16
BlackMulePress.com

Book 2 continues with two of the four men who traveled together on a cattle drive to Cheyenne, Wyoming, and remained in Laramie. Delbert “Del” Beale became the deputy marshal in Laramie. Boyde Stamp became the cow boss on the Timms ranch. But trouble starts for Del when a former friend, Sylvie Parker, becomes a cattle rustler and murderer operating in Del's territory. The story has many different avenues for readers to follow as Del, Boyde, Dean and

EMIL FRANZIS'S
VOICES OF THE WEST.NET
PRESERVING THE CULTURE OF THE OLD WEST

Show origin: Paul Ash Studios, Tucson, AZ
Show airs: Live at 4pm MST on Saturday
Podcasts: Available at voicesofthewest.net
Email: voicesofthewest@gmail.com

A radio show about the history, culture, movies and books of the Old West!

“The Old West's ideals, culture and characters are what drive us to bring this show to you.”

Anny Werner (writer for the *Cheyenne Leader*) proceed with their lives. Bert Entwistle provides interesting details in an exciting story.

– Lowell F. Volk

ELIZABETH GODDARD
Present Danger

Revell
Paperback, 363 pages, \$15.99
RevellBooks.com

Forest Service special agent Terra Conners and her group are tasked with finding missing twins somewhere in the forests of Montana. Joining the search party is Conners's old flame (and former FBI agent) Jack Tanner. While hunting the twins, the duo happens upon a small plane crash, discovering the body of a well-known local. Over the next few days, the death toll rises, as does the two agents' mutual attraction. Will their rekindled love survive? The fleshing out of Terra and Jack took several chapters. Along with these two main characters, there were many others whose roles were not clear. This reader never felt connected to any one character. That said, the plot's "dots" led to a satisfying conclusion.

– Sandy Whiting

ANNE HILLERMAN
Stargazer: A Leaphorn, Chee, and Manuelito Novel

Harper
Hardcover, 318 pages, \$27.99
HarperCollins.com

First, the VLA (Very Large Array) radio astronomy observatory really is where author Anne Hillerman says it is, and the information she gives us on what the array accomplishes is phenomenal. You're all familiar with the characters Tony Hillerman created, aren't you? In this story, Joe Leaphorn is dealing with his fear of flying, taking on new clients, and helping Navajo police officers Jim Chee and Bernie Manuelito. Chee is acting supervisor of the department, and Bernie, constantly busy with keeping order on the reservation, is tasked with discovering why an old friend has confessed to murdering her ex-husband, when it seems clear she didn't do it. More questions need to be answered, and you won't want to miss them as they all tie together at the end. This is Anne's best work in this series so far.

– Carol Crigger

GREGORY J. LALIRE
Man from Montana

Five Star Publishing
Hardcover, 370 pages, \$25.95
Gale.Cengage.com/FiveStar

It's 1913, and Woodrow Russell Hart has decided to set the record straight and disavow the legend spread about him, or someone called "Red Ranger," in a dime novel, *Man from Montana: How He Escaped the Noose*. Thus, the Washington, D.C., native begins the story of how he came of age – despite many near brushes with death – after arriving in the gold camps of Montana in the 1860s as a 15-year-old with his brother, Rufus. The two quickly find themselves on the wrong side of the territory's notorious vigilantes. Author Gregory J. Lalire has done his homework – no surprise, seeing that he once lived in Montana and has been *Wild West* magazine's editor for decades. *Man from Montana* is told with clarity and a great sense of time, place and often dark humor.

– Johnny D. Boggs

ROD McFAIN
Hard Goodbyes

White Bird Publications
Paperback, 313 pages, \$22.95
WhiteBirdPublications.com

This is a tale of resilience and determination as a young widow struggles to save her failing Wyoming ranch. Ally must decide whether to flee or fight when a ruthless cattleman tries to force her off her place. Assisted by an old, devoted hand and a court-appointed parolee, and with the surprising aid of a distant neighbor, she must decide how to respond. The story is unhurried until her situation becomes more precarious. Then, excitement mounts and moves toward an uncertain ending that is not conclusive until the final few pages. Crisp dialogue and a smooth narrative that includes a tangled romance theme.

– Harlan Hague

SANDRA CAVALLO MILLER
What the River Said

University of Nevada Press
Hardcover, 237 pages, \$24.95
UNPress.nevada.edu

In this third book of a series, Dr. Abby Wilmore runs a clinic at the Grand Canyon with her partner, Dr. John Pepper. This glimpse into a family physician's life is augmented by the stunning scenery and the very accurate geology of the

canyon and surrounding areas. Abby and John's peaceful idyll is broken when mysterious heart symptoms cause the deaths of a number of apparently healthy hikers. Is there a more sinister explanation? An excellent read that made me want to find the previous books.

– Linda Jacobs

KATHLEEN MORRIS
The Wind at Her Back

Encircle Publications
Paperback, 265 pages, \$16.99
EncirclePub.com

In 1876, a young orphan, Fiona Shanahan, is sold into marriage to a violent man. When her child dies, she has nothing to lose and fights back, escaping his brutality and leaving him to burn. In fear and foreboding, she travels to America, where she stumbles into the theater and a career as an actress. Danger follows and threatens to interrupt her new freedom. In a harsh world, Fiona invites blessings into her life. She takes nothing for granted. She is kind and ruthless when survival is at stake. Kathleen Morris creates a remarkable world rich in danger, beauty, joy, grace and good old-fashioned luck. I was utterly and hopelessly lost in this story and didn't want it to end.

– Milana Marsenich

MICHAEL PUNKE
Ridgeline: A Novel

Henry Holt and Company
Hardcover, 371 pages, \$27.99
HenryHolt.com

The *New York Times* bestselling author of *The Revenant*, which was turned into an Academy Award-winning film about revenge-seeking frontiersman Hugh Glass, tackles another Western legend – the Lakota-Cheyenne-Arapaho victory known as the "Fetterman Massacre" in 1866 near Fort Phil Kearny in northern Wyoming. Punke tells the story through several third-person viewpoints. Many historians and novelists have tackled this battle – Frederick J. Chiaventone's *Moon of Bitter Cold* (2001) won a Western Heritage Wrangler Award – but Punke's tense prose and realistic characterizations rank this among the best. It's so vivid, separating fiction from fact is often hard to do.

– Johnny D. Boggs