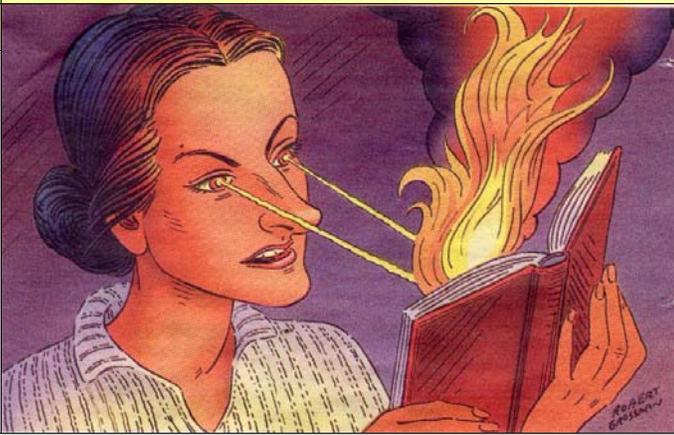


# Celebrating Our 60th Year

## THE FUTURE OF BOOKS?

*Heritage Books* and *The Book Baron*, two Southern California independent bookstores have closed their doors in the past month. *Dutton's Books*, another store slated to close was saved at the last minute by a generous property owner. Here is the tactic taken by one frustrated book store owner.

We do not recommend this solution!



## STORE OWNER BURNS BOOKS

Tom Wayne has amassed thousands of books in a warehouse during the 10 years he has run his used book store, *Prospero's Books*, in Kansas City, Missouri.

When he wanted to thin out the collection, he found he couldn't even give away books to libraries or thrift shops; they said they were full.

So on Sunday, May 24, 2007, Wayne began burning his books in protest of what he sees as society's diminishing support for the printed word.

"This is the funeral pyre for thought in America today," Wayne told spectators outside his bookstore as he lit the first batch of books.

He said he envisions monthly bonfires until his supply - estimated at 20,000 books - is exhausted. The fire blazed for about 50 minutes before the Kansas City Fire Department put it out because he didn't have a permit. Next time he says he will get a permit.

Wayne said he has seen fewer customers in recent years as people more often get their information from television or the Internet. He pointed to a 2002 study by the National Endowment for the Arts that found that less than half of adult respondents reported reading for pleasure. He made the point that not reading a book is as good as burning it.

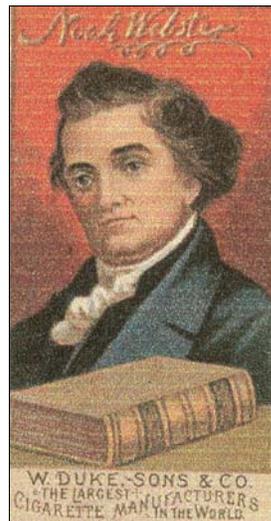
-Associated Press

## THE FUTURE OF LIBRARY BINDING

The Library Binding Institute is a trade organization for a unique group of bookbinders—those of us who rebind worn out library books and bind periodicals into book form. The membership has dwindled over the years as binderies have merged or closed and computers have slowly replaced the printed page as the most expedient and inexpensive means of dispersing information to the general public. At the spring meeting in Santa Fe, New Mexico, one of the frequent topics of conversation was the future of library binding.

Kater-Crafts has been a member of the LBI since 1972. We try to attend at least one of the semi-annual meetings to keep up on the latest developments, as well as to reap the many benefits of socializing with old friends that face the same ups and downs of a very unique type of business.

Those of us who have survived in the very tough market of the new millennium have done so by finding non library products that can be produced with the equipment and talent that we already have.



= CARTOPHILY =

This cigarette card, picturing Noah Webster, was issued by *W. Duke, Sons & Company*, Durham, N.C., and packed as advertisement for Duke's cigarettes. It is shown actual size. The back of the card has no printing.

Kater-Crafts founder, Mel Kavin, was an avid collector of books and book related items. The 4 cards shown in this Newsletter are from his collection of miscellaneous ephemera.

..... Continued on page 2

# Cartophily: COLLECTING CIGARETTE CARDS

The custom of including an illustrated card in a pack of cigarettes began at the end of the 19th Century, and lasted until about 1965. In America during the 1880's, reinforcing cards were inserted into paper packets of cigarettes to strengthen the packaging and to protect the contents. Originally these "stiffeners" were blank, but evolved into advertising cards bearing product details. Around 1887, cards were produced bearing pictures instead of purely advertising. Manufacturers published series of associated card sets in an encyclopedic range of subjects to encourage customers to buy more cigarettes and to promote brand loyalty. Many sets with illustrations and text are still regarded as miniature reference books of the time.

W.D. & H.O. Wills, a British cigarette manufacturer whose "Household Hints: Bookbinding 1, 2 3." cards are shown here, were pioneers in advertising and promoting their product with trade cards. Wills issued their first general interest set in 1895. At this time British newspapers were poorly printed, filled mainly with ads and parliamentary reports; no pictorial mass communication was available to the public, many of whom could not read. With the use of color lithography and mechanized printing, mass production of the cards was possible. When collecting Cigarette Cards really caught on, thousands of different sets were issued by over 300 tobacco companies. Wills issued over 175 different sets alone. Once collecting cards became a popular hobby albums were produced to contain them.

The New York Public Library has a well organized collection of over 28,500 images of cigarette cards:

[digitalgallery.nypl.org](http://digitalgallery.nypl.org)

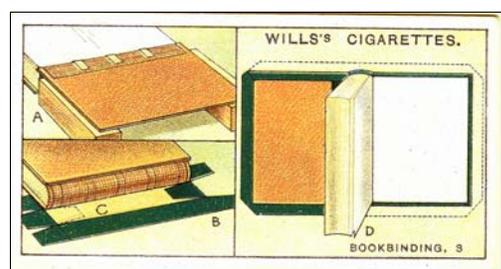
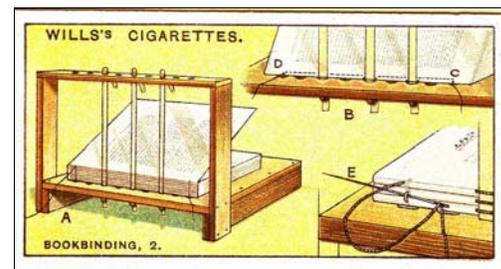
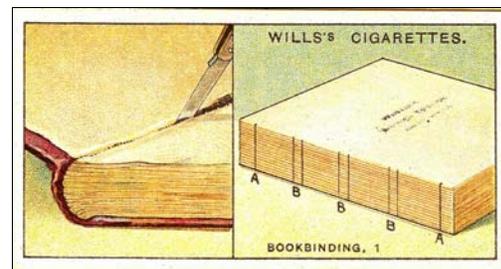
Search: Cigarette Cards

Websites for information on Cartophily:

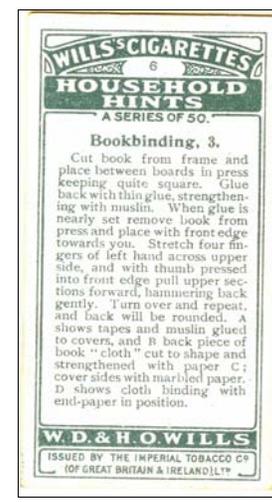
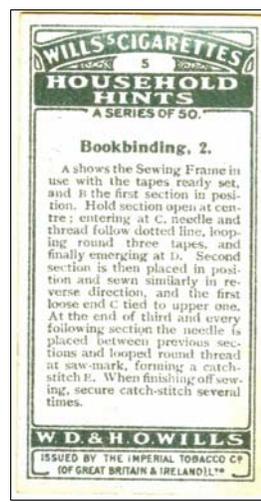
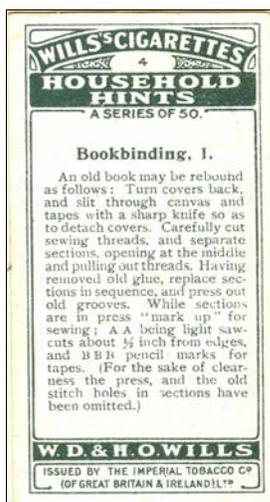
[cigarettecards.co.uk/intro.htm](http://cigarettecards.co.uk/intro.htm)

[stevetalbot.com/cards/collect.php](http://stevetalbot.com/cards/collect.php)

[Franklyncards.com](http://Franklyncards.com)



*"Wills's Household Hints issued in 1927 as a series of 50 cards. A delicious throwback to the days of mend and make do. It also reveals how things were meant to last. If you are looking for solutions which involve plastic and a bit of sticky tape you are in for a shock. This is industrial DIY. "*  
Franklyncards.com



Don't try this at home: The Bookbinding instructions on these cards are accurate but simplified and probably beyond the abilities of the average do-it-yourselfer.

## EMPLOYEE PROFILE



**G**loria Nevarez has been with Kater-Crafts since 1972 and she has performed many different jobs in the bindery. Gloria started as an oversewing machine operator at a time when almost all volumes coming to be bound were oversewn. Since then, advancements in the adhesives used for book binding have reduced the number of volumes requiring this more labor intensive method of leaf attachment. Gloria also knows hand sewing and other book repairing techniques.

Gloria was one of the first of our employees to learn the "new" computer technology used to measure volumes and mark the size on the endsheets. Before the advent of the MD17 Measuring and Marking Machine, every volume was hand measured and the size was hand written on the endsheet.

Currently supervising the Assembling Department where the book blocks and the lettered cloth are joined before the covers are made, Gloria is our Sherlock Holmes, known for her ability to find one missing volume among the stacks and stacks of seemingly identical white blocks.

She was born in Montebello and went to school in Compton and Whittier before moving to Pico Rivera in the 7th grade. Gloria raised two sons, Sean and Manuel, and now has 2 grandsons, Justin and Gavin, all of whom are living in Colorado. For years, Gloria lived close enough to the bindery to walk home for lunch until the City bought the land for redevelopment. We now have a *Howard Johnson's Hotel* around the corner and Gloria has to commute farther to work.



**O**n our web site at [www.katercrafts.com](http://www.katercrafts.com) you will find useful information for preparing your bindery shipments: we have instructions for periodicals, books and textbooks, you can download our shipment forms, check cloth colors and get lettering instructions. We have also posted our past [Newsletters](#) in case you missed them.

**Bindery Contacts:**  
(562) 692-0665

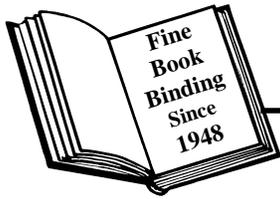


- ◆ Questions about billing or to schedule a pick-up Call Erica Martinez. [office@katercrafts.com](mailto:office@katercrafts.com)
- ◆ Rick Kavin - Questions about library binding or ABLE. [rakavin@earthlink.net](mailto:rakavin@earthlink.net)
- ◆ Bruce Kavin - Questions about preservation, and restoration services, special bindings and short run editions. [bkavin@earthlink.net](mailto:bkavin@earthlink.net)
- ◆ Questions about library binding, ABLE, or general bindery information. [ABLE@katercrafts.com](mailto:ABLE@katercrafts.com)
- ◆ Judith Howard - Troubleshooter: any questions or suggestions you have regarding our service or our products. [jraefox@earthlink.net](mailto:jraefox@earthlink.net)



### RE-CYCLING AT KATER-CRAFTS

We searched for years to find a company willing to re-cycle our paper and binders board trimmings. It seems there is not much money to be made from this type of scrap. Finally, in 2002, we found PAPER DEPOT located in Orange, California. In the bindery, we separate our scraps into bins marked for paper, board and trash and transfer them to larger containers outside. The Paper Depot trucks pick up weekly and we find far less trash going into the city dumpsters destined for land fill.



## KATER-CRAFTS BOOK BINDERS

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4860 GREGG ROAD, PICO RIVERA, CA 90660-2199

katercrafts@earthlink.net

www.katercrafts.com

**K**ater-Crafts Bookbinders is a full service bindery. We take pride in producing work of the highest quality at reasonable prices. Our binding conforms to the NISO/Library Binding Institute standards for library binding. You can read or download the NISO/LBI standards at [www.lbibinders.org](http://www.lbibinders.org). The L. B. I. Website also has a calendar of events, a useful glossary of terms and FAQs as well as links to other sites and publications of interest to libraries.

Some book related organizations that might be of interest:

- ◆ Library Binding Institute: [www.lbibinders.org](http://www.lbibinders.org)
- ◆ American Library Association: [www.ala.org](http://www.ala.org)
- ◆ Miniature Book Society: [www.mbs.org](http://www.mbs.org)
- ◆ Guild of Book Workers: [www.palimpsest.stanford.edu/byorg.gbww](http://www.palimpsest.stanford.edu/byorg.gbww)
- ◆ Hand Bookbinders of California: [www.sfcbb.org/html/hbc.html](http://www.sfcbb.org/html/hbc.html)



If you are interested in scheduling a tour of Kater-Crafts Bindery for you & your Library staff, please contact us to make arrangements. Monday thru Friday 7:00 a.m.—3:30 p.m. (562) 692-0665