



Because It's Time
Souvenirre Books

A close-up photograph of an antique wooden pendulum clock. The clock features a brass face with Roman numerals and a pendulum bob. The wooden case is intricately carved with a lion's head ornament on the left side. The text "Because It's Time" is overlaid in the center, and "Souvenierre Books" is at the bottom.

Because
It's Time

Souvenierre Books

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“Reality isn’t the way you wish things to be, nor the way they appear to be, but the way they actually are.”

— *Robert J. Ringer*

“Reality is.”

— *Kathy L. Loftus*

About the Author

James Loftus is the owner and operator of RealityIsBooks.com, Inc. which publishes fiction and nonfiction books under its Green Lady Press and RealityIs Books imprints, and informational books under the Souvenirre Books imprint. Besides publishing books, he is a contributing editor of *The Monthly Aspectarian* magazine, one of the oldest spiritual-metaphysical publications of its kind in the United States.

In addition to a longtime interest in metaphysical subjects, his background includes over forty years in the development, writing, editing, design, and production of advertising, promotional, and training materials for clients such as the American Hospital Association, Budweiser/Anheuser-Busch, Holiday Inns, McDonalds, Motorola, and Pabst Brewing Co. He has also worked in the sales and computer consulting fields.



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Introduction

In 1974, when I was working for Montgomery Ward in the Product Sales Training department at Ward's corporate headquarters in Chicago, author Robert J. Ringer published his first book, which was titled *Winning Through Intimidation*. In it, to illustrate his various points, he described how he successfully competed with real estate operations much bigger than his own. One of the things he did was to produce a full-color hardcover book which he used as his "business card." Being in the real estate business, he went for the biggest concept sale he could: He sold the idea of owning the Earth. His book featured a stunning color photograph of the Earth from space and extolled the virtues of owning a piece of it.

I loved the idea. Not of owning a piece of the Earth, but of making an unforgettable impression to get your message across to your potential customer. Of course, in 1974, printing books was a significant undertaking. I don't remember if Robert Ringer mentioned the total cost of printing his book/business card, but it would have been expensive. Ringer specialized at the time in selling high dollar real estate—office buildings, shopping centers, industrial complexes and the like, so the promotional investment was commensurate with the sales he wished to close.

Today, some things have changed and some have not. What has not changed is the desirability of creating an impression of the importance of your message, the value and desirability of your product or service, and your special qualifications to provide it. What has changed is the cost to present your message in a medium that commands attention. Now, producing your own message in book form is basically a matter of having an idea, some illustrations to make it visually interesting, and a means of distribution, usually through your existing facilities. The cost factor has become practically irrelevant due to the current state of print on demand technology.

Just a few years ago, print on demand production simply didn't stand up to professional quality standards. But today, the quality, speed of production, low cost, and reliability of print on demand publishing have made it the option of choice for smaller scale book runs. And since books can be produced as demand requires, the necessity of printing and binding in large quantities to reduce the per copy cost is no longer a factor. This in turn reduces storage and handling expenses, and allows for easy, inexpensive changes to be made to cover or content whenever desired.

Because of these advantages, businesses, organizations, and companies with multiple audiences for their information can publish custom hardcover or paperback books with full color or black and white interior pages at very reasonable cost. These books are ideal for organizations with an interesting history or current mission, for businesses presenting higher end product and services to select clientele, as a memento of a visit or experience, to assist in making an important life decision, or even as a special book for sale in a bookstore or gift shop.

We would be glad to assist you and answer any questions you may have. Our contact information is on the copyright page and you can see some of our publishing work at our web site at www.realityisbooks.com.

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So what's with all the clocks? Simple. We needed to illustrate how an informational book might appear, and since I happen to like clocks, that's what came to mind as an item to demonstrate some of the aspects of publishing a custom designed book.

— *James Loftus*



What Would Our Book Be About?

Anything you like. We recommend that you start with a topic that is specific and definable. This makes it easier to decide what to include and what to leave out, what is relevant and important to your goals. Only you can define what your objectives and goals may be in publishing a book about your organization. But keeping your goals clear and simply stated will go a long way toward helping you focus on why you are considering a project which may be somewhat unfamiliar to you.

Having a small objective and limited scope for your book makes it easier for an individual or group to decide where to start with your subject and to define when you are done. Further, a tighter focus will allow you to refine your understanding of using a book as a communication without getting lost in the details of producing your manuscript.

Then, if you decide to be more ambitious in what you will present to your readers, you can make an informed decision as to whether this is the book where these details belong or whether

*"A man's got to know his limitations."
— Harry Callahan (Clint Eastwood in
Magnum Force)*

they may be better presented in a separate publication.

Most organizations have materials describing who they are and what they do. Often these have been created for use in various communications, press releases, annual reports, and so forth. You may have an advertising or public relations agency that assists you with such things. Any and all of these can be used to provide the basis for a book.

If you have someone who can devote some time to preparing a book manuscript, whatever they produce can be edited to provide what is needed for the text and organization of your book. If you do not have such a person available to you, we can provide help with professional writers to tell your story.

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Editing isn't only about catching small errors.

Marketing is a Key Factor

There are several ways to use informational books depending on what purpose you intend them to serve. The topics and purposes of your book will also affect how you market it.

If your purpose is to influence some further action or decision, your book may be given away at no charge to selected recipients. These books are essentially catalogs or advertisements for your products or services. Some examples would be:

- A pictorial presentation of an extensive property available for sale.
- A photographic listing of items to be auctioned at an estate sale.
- A presentation of the facilities and activities offered by a retirement community or assisted living establishment.

Your organization or business may have either a history or current activities that are of interest to the general public, or to those with a special interest in what you do. A book on these subjects may be sold for its content. If you offer tours of your facility, and perhaps have a gift shop or

*Bigger, better. New and improved.
The best of both worlds.*





bookstore oriented to your organization, a book may provide a distinctive memento of a visit to a place of interest. These could include:

- Museums.
- Historical parks.
- Zoos, aquariums, and nature conservatories.
- Special interest collections and exhibitions.
- A company which has made significant contributions to an industry, town, or area.

In another circumstance where your organization is the focus of your book, you may determine to sell your book for its informational content, but for good will, donations, and other forms of support, you may decide to sell your book at a significant discount from what its price might otherwise be. Examples of this might be:

- Historical organizations.
- Educational organizations.
- Service groups in a community or area.

Providing a custom published book can also act as a value enhancement to your products or services.

- Academies and schools where students produce works for display or performance.
- Art galleries.
- Custom building, landscaping, and decorating services.
- Concept oriented businesses wishing to make an impression.

Depending on how your book is organized and marketed, you may want to use it as a fundraiser. This can be done for a one time event, such as a building fund or other special project, or as an annual project which might be tied to some recurring event.

Why Choose Print on Demand?

One book. You can order one book at a time, if that's what you want. There are no minimum orders, no print runs. No storage fees or warehousing charges. And best of all, no cash tied up in inventory that might not sell until next month or next year. Sophisticated, high speed equipment prints one book (or as many as you like) directly from your page and cover files, with no waste, no overruns, no copies spoiled in the binding process.

Ten thousand books. Obviously, there are still economies of scale. Printing discounts are automatically applied beginning at a 50 copy order, and run up to 25% off at 500 copies. If your needs exceed 750 hardcover or 1500 paperback copies, we will confirm how much you can save by using offset printing to produce your order, from the same page and cover files.

Delivery practically anywhere. If it's part of your business, you can take an order, send it in to us, and get confirmed delivery to almost any location in the United States or Canada in a few days. Orders shipped to Europe and other locations around the world can be accommodated by various other means as appropriate.

New product? Service improvements? Simply change your mind about something? It's easy and inexpensive to change your book's cover or pages to reflect changes in your business or organization. And since you have no inventory of (now outdated) stock, you have no old inventory to recycle.

Books are printed in England, France, and Australia in addition to the United States.



Decide How You Will Distribute Your Book



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You can elect to distribute your book yourself (private distribution), or through retail booksellers (channel distribution), or both.

If you decide on private distribution, your book will be published through Souvenir Books. For private distribution, no LCCN (Library of Congress Catalog Number) is needed. An ISBN number is required as it is used to track your book during the manufacturing process. Stock numbers and barcodes are optional, and can be included if they

are useful for your purposes. A copyright notice will be included, but copyright registration is also optional.

If you decide to publish your book for retail distribution through retailers like Amazon.com and Barnes & Noble, and our wholesale channel, your book will be available for worldwide distribution. This also requires an ISBN (also called EAN or European Article Number) with barcode, and the LCCN and copyright registration are highly recommended. Because of differing ordering requirements, a duplicate edition of your book will be published under our RealityIs Books imprint, or if it is a fiction title, under The Green Lady Press imprint. Other than a minor copy change on the copyright page, the retail edition will be identical to your private edition.

Decide on the Look and Style of Your Book

The binding, overall size, and number of pages directly affect the print cost per book. We will want to discuss what you have in mind

as not all options are available in all combinations. Below is a summary of the options available in hardcover, quality paperback, and saddlestitched styles.

There are four general areas requiring decisions regarding the look and style of your book. These are your book binding, whether your book will have black and white or color pages, whether it will be a hardcover or paperback, and what page size and paperstock will be used.

All covers other than a plain clothbound cover are printed in full color. A casebound hardcover book (like this one) has a laminated full color sheet glued to the spine and to the boards that make up the covers. A clothbound hardcover with jacket has either blue or gray cloth glued to the cover boards, a short form of the book's title and author foil stamped on the spine, and a laminated full color sheet wrapped around the clothbound book. A quality paperback (perfect bound) book has a full



color cover printed and laminated on heavier stock covers. A saddlestitched book uses the same full color cover laminated cover stock as the quality paperback book.

Decide on color pages or black and white. If your story will be told primarily in text, and only black and white art or photos are available to illustrate it, then black and white is the logical choice for your book. If your content is contemporary and photos will be taken to show what happened and who was involved, then color pages may be the best choice.

Color interior books and black and white interior books are produced on separate equipment, therefore if you have any color other than black on any of the inside pages of your book, it must be produced as a color book.

Hardcover books are more impressive to the potential reader or recipient, but because they require more manufacturing processes, they are more expensive than a perfect bound or saddlestitched book. All of the styles are worth considering, especially if you may prefer a smaller number of copies from time to time instead of a large print run delivered all at once.

A duotone photo still requires printing on 4-color equipment.





Specifications and Price Ranges

There is virtually no limit to the sizes and formats of books that can be published, provided that you have sufficient time and budget. On the other hand, if you want to take advantage of the benefits of participating in a print on demand system, there *are* limits on what you can publish.

Following are the binding styles, sizes, paper stocks available, and the page count limitations that apply for Souvenirre Books titles (and for RealityIs Books and The Green Lady Press titles, as well). The printing costs shown are not all-inclusive, and do not cover manuscript preparation, prepress, various related costs of publication, distribution, or promotion. A cost estimate for your book will be furnished based on its particular specifications.

Printing discounts are based on the number of books per order per shipping location and shipping method. Standard discounts are automatically applied to order quantities at 50, 100, 250, and 500 copies. All pricing shown is current as of the time of publication and is subject to change without notice.

The Suggested Retail Prices shown are based on standard book industry practice and are included here for guidance. You can specify any price you like for your book, or none at all.

Black and White Interior Page Books

Hardcover BW Books		Paper Type Available	Page Count		Print Cost 1-49 copies	Suggested Retail Price
Binding	Trim Size (in.)		Min	Max		
Small Hardcover: 4-color Casebound; Stamped Cloth (Blue or Gray); Stamped Cloth (Blue or Gray) + 4-Color Jacket	5.5x8.5, 6x9	Crème 55 lb.	108	1050	108+ pgs. \$9.00	\$29.95 + cloth or casebound
	6.14x9.21	White 50 lb.	108	1200	+ \$0.023/pg. + \$2.33 jacket	\$36.95 + cloth with jacket
Large Hardcover: 4-Color Casebound	7x10, 8.5x11	White 50 lb.	108	1200	108+ pgs. \$9.00 + \$0.030/pg.	\$32.95 + casebound

Quality Paperback BW Books		Paper Type Available	Page Count		Print Cost 1-49 copies	Suggested Retail Price	
Binding	Page Size (in.)		Min	Max			
Small Perfect Bound: 4-Color Gloss Laminate Cover	5x8, 5.25x8, 5.5x8.5, 5.83x8.27, 6x9	Crème 55 lb.	18	1050	18-44 pgs. \$2.34	\$7.95	
					48-104 pgs. \$3.78	\$12.95	
					108+ pgs. \$1.35 + \$0.023/pg.	\$12.95+	
	5x8, 5.06x7.81, 5.25x8, 5.5x8.5, 5.83x8.27, 6x9, 6.14x9.21	White 50 lb.	18	1200	18-44 pgs. \$2.34	\$7.95	
					48-104 pgs. \$3.78	\$12.95	
					108+ pgs. \$1.35 + \$0.023/pg.	\$12.95+	
	6.69x9.61, 7.5x9.25, 7.44x9.69	White 50 lb.	18	1200	18-44 pgs. \$2.34	\$7.95	
					48-104 pgs. \$3.78	\$12.95	
					108+ pgs. \$1.35 + \$0.023/pg.	\$12.95+	
	Large Perfect Bound: 4-Color Gloss Laminate Cover	7x10, 8x10, 8.25x11, 8.268x11.693, 8.5x11	White 50 lb.	18	1200	18-44 pgs. \$3.27	\$10.95
						48-104 pgs. \$5.19	\$16.95
						108+ pgs. \$1.95 + \$0.030/pg.	\$16.95+

We suggest you include tables in your book only when it is the best way to communicate your information.

Full Color Interior Page Books

Hardcover Color Books		Paper Type Available	Page Count		Print Cost 1-49 copies	Suggested Retail Price
Binding	Trim Size (in.)		Min	Max		
Small Hardcover: 4-Color Casebound; Stamped Cloth (Blue or Gray); Stamped Cloth (Blue or Gray) + 4-Color Jacket	5.5x8.5	White 70 lb.	18	480	\$9.00 + \$0.075/pg. + \$2.33 jacket	\$27.95 + cloth or casebound \$33.95 + cloth with jacket
Medium Hardcover: 4-Color Casebound; Stamped Cloth (Blue or Gray); Stamped Cloth (Blue or Gray) + 4-Color Jacket	6x9, 6.14x9.21	White 70 lb.	18	480	\$9.00 + \$0.135 /pg. + \$2.33 jacket	\$30.95 + cloth or casebound \$36.95 + cloth with jacket
Large Hardcover: 4-Color Casebound	7x10, 8x10, 8.5x11	White 70 lb.	18	480	\$9.00 + \$0.15/pg.	\$31.95 + casebound

Quality Paperback Color Books		Paper Type Available	Page Count		Print Cost 1-49 copies	Suggested Retail Price
Binding	Trim Size (in.)		Min	Max		
Small Perfect Bound: 4-Color Gloss Laminate Cover	5.5x8.5	White 70 lb.	24	480	\$1.50 + \$0.075/pg.	\$10.95 +
Medium Perfect Bound: 4-Color Gloss Laminate Cover	6x9, 6.14x9.21, 8.5x8.5	White 70 lb.	24	480	\$1.50 + \$0.135/pg.	\$15.95 +
Large Perfect Bound: 4-Color Gloss Laminate Cover	7x10, 8x10, 8.5x11	White 70 lb.	24	480	\$2.25 + \$0.15/pg.	\$19.95 +

Saddle Stitched Color Books		Paper Type Available	Page Count		Print Cost 1-49 copies	Suggested Retail Price
Binding	Trim Size (in.)		Min	Max		
Small Saddle Stitched: 4-Color Gloss Laminate Cover	5.5x8.5	White 70 lb.	4	48	4-16 pgs. \$3.00	\$9.95
					20-48 pgs. \$1.50 + \$0.075/pg.	\$9.95 +
Medium Saddle Stitched: 4-Color Gloss Laminate Cover	6x9, 6.14x9.21, 8.5x8.5	White 70 lb.	4	48	4-16 pgs. \$3.75	\$12.95
					20-48 pgs. \$1.50 + \$0.135/pg.	\$14.95 +
Large Saddle Stitched: 4-Color Gloss Laminate Cover	7x10, 8x10, 8.5x11	White 70 lb.	4	48	4-16 pgs. \$3.75	\$12.95
					20-48 pgs. \$2.25 + \$0.15/pg.	\$17.95 +

Glossary of Publishing Terms

50 lb., 55 lb., 70 lb. Three paper weights commonly used in book publishing. The weights are determined by the total weight of a ream of paper in the size used for printing, about 23 x 35 inches. For reference, 50 lb. paper is about the same thickness as 20 lb. bond or copy paper.

Barcode. The machine readable lines which are translatable into digits which are used on book covers to identify the specific item and its price, usually in U.S. dollars.

Binding. The various means of holding the pages of a book together. The most commonly used forms are perfect binding (glued), saddlestitched binding (stapled), and hardcover (often sewn or glued to a cloth strip spine which is attached to cardboard covers).

Black and White. Black ink on white paper. Black is the only color of ink involved in black and white printing.

Bookland ISBN. See EAN.

Casebound. A binding style that wraps the cardboard book covers and spine with a printed sheet.

Channel Distribution. Distribution of books through the book industry including wholesalers like Ingram Book Group and Baker & Taylor, distributors, and retailers like Amazon.com, Borders, and Barnes & Noble. Many companies provide several of these functions.

Clothbound. A binding style that wraps cloth around the spine and cover boards to which the book body or interior pages are attached.

Content. The text of a book. In the broadest sense, everything that is included on the pages of a book.

*Full color photographs
create visual interest.*



Copyright. An international legal agreement recognizing the author's right to ownership of the content of his work and his ability to control how it is used or reproduced. An author owns copyright in a work when it is put in fixed form; copyright registration establishes the protected form of that work and the date of registration.

Duotone. A printing technique that uses a second color of ink (usually with black) to produce an interesting effect in a photograph, to highlight a headline, or for other decorative purpose. In traditional printing processes, using a second color is less expensive than four-color printing.

EAN. European Article Number. The EAN includes coding that shows the country where the item originated. Since books are often published, distributed, and sold in multiple countries, a system was needed to identify each distinct version of a book, but one which was not country dependent. So "Bookland" was established as an artificial country of origin for books. The EAN is also referred to as ISBN-13 or Bookland ISBN. This 13-digit identifier replaced the 10-digit ISBN in 2007.

Editing. The process wherein a manuscript is checked for grammar, spelling, punctuation, and consistency of usage (copy editing), and for story content, flow, style, presentation, and similar components of a work. Depending on the subject, author, and editor, various levels and combinations of these and other editing functions are combined to produce a final manuscript.

Edition. A specific version of a book. If the book's subject is one that requires updating or expansion of its content, a new edition may be produced. Small changes made between printings (see Print Run) to correct errata (minor errors) do not usually constitute a new edition.

Foil Stamping. The process used to apply metallic foil text to a cover or spine. A metal die is used to transfer the image onto the cover material.

Full Color. Reproduction of "all" the colors in a photo or illustration by use of the four process colors, cyan, magenta, yellow, and black. Some colors are only closely reproducible with this method, such as certain green and orange shades.

Hardcover. A binding method that holds the book's pages between two cardboard panels attached to each other by a cloth spine.

Imprint. A name used by a publisher to distinguish one general line of books from another. This enables readers to recognize similar book topics, such as general fiction, philosophy, metaphysical, scientific, business, and so forth.

ISBN-10, ISBN-13. See EAN.

Jacket. A paper sheet that is wrapped around a hardcover book, usually printed with a color image, book title and other text to identify and sell the book.

Laminated. Two sheets adhered together, usually a printed paper or cover weight stock plus a clear plastic overlay to protect and stiffen the cover.

LCCN. Library of Congress Catalog Number used primarily by libraries to obtain cataloging information electronically.

Manuscript. Initially, the contents of the book to be published, basically a title page, table of contents, the story or chapters describing the subject, and possibly a bibliography. To this are added additional front and back matter (copyright page, index, etc.) depending on the book, and text for the covers, jacket flaps, and various other descriptive text for additional uses. The final manuscript will ideally include everything to be in the book, plus any directly relevant promotional material.

Montgomery Ward. American retail company that originated the mail order business in 1872, was at one time the largest retailer in America, and went out of business in 2001. It is currently an online only retailer at www.wards.com.

Page Count. The number of all the pages in a book, including blank pages. The front and back of a single sheet constitute two pages.

Paper, Crémé. An off-white colored paper stock, available in 55 lb. weight.

Paper, White. A visually white paper stock, available in 50 lb. and 70 lb. weights.

Paperback. A general term for books bound between paper covers, also called soft-cover. A quality paperback uses archival paper manufactured to last over a long period of time without deteriorating, careful gluing of the pages to the cover, and a laminated cover to withstand handling. A trade paperback uses lower cost non-



archival paper and less sturdy uncoated covers and adequate gluing of the pages to maintain the book's integrity through the sales process and several readings.

Print on Demand. A printing process that goes directly from suitably prepared computer files to finished books. Single books are printed by combining several different titles in the same production run, then separating them from each other at the end of the process.

Print Run. Mechanical printing presses use large sheets of paper to print books. Due to the cost of setting up (make-ready) and running these presses, minimum runs are necessary to cover the costs involved. Practically speaking, printing press production gets cost advantageous somewhere around 1000 copies.

Private Distribution. Distribution of your own book without reliance on the retail book trade.

Retail Channel. Distribution of a book through the book trade: wholesalers, distributors, and retailers.

Saddlestitched. Stapled. A binding style that uses wire stitches (staples) to hold the book pages and cover together.

Softcover. See Paperback.

Suggested Retail. The List price the author sets for his book. List price is loosely based on the print cost per book. Practically no books actually sell at List except under special circumstances. The book trade has certain price points within which it works and depends for its various discounts, mark-ups, accommodation of operating costs, returns, and so forth. This is a somewhat complex topic which we will be glad to discuss with you in the context of your particular book.

Trim Size. The actual size to which the book's pages are trimmed. This determines how many pages can be produced at a given time.

Wholesale Channel. The distribution channel used by the book trade, most publishers, and many authors. See also Channel Distribution.

Photography Credits

Suitable royalty-free photography to illustrate your book is often available online at very reasonable rates. Some of the sources we have used are: BigStockPhoto (www.bigstock.com), minimum purchase five credits, \$15.00; Dreamstime.com, (www.dreamstime.com), minimum purchase eight credits, \$9.99; iStockphoto (www.istock.com) minimum purchase twelve credits, \$18.25 (iStock credits expire after twelve months); StockExchange (Getty Images) (www.sxc.hu), Free. You can also use photos and artwork of your own provided they are of sufficient quality and resolution.

Front Cover: Pendulum 2 © Elisabetta Grondona/StockExchange www.sxc.hu

Page 3: Pendulum 1 © Elisabetta Grondona/StockExchange www.sxc.hu

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Page 27: Old Clock 4 © Lena Pautina/StockExchange www.sxc.hu

Back Cover: Wall Chime © James Loftus



The last page of these books is always left blank so a barcode identifying the body pages block can be added to match it with the cover.

Souvenirre Books

Today the quality, speed of production, low cost, and reliability of print on demand publishing have made it the option of choice for smaller scale book runs. Since books can be produced as demand requires, the necessity of printing and binding in large quantities to reduce the per copy cost is no longer a factor. This in turn reduces storage and handling expenses, and allows for easy, inexpensive changes to be made to cover or content whenever desired.

Because of these advantages, businesses, organizations, and companies with multiple audiences for their information can publish custom hardcover or paperback books with full color or black and white interior pages at very reasonable cost. These books are ideal for organizations with an interesting history or current mission, for businesses presenting higher end product and services to select clientele, as a memento of a visit or experience, to assist in making an important life decision, or even as a special book for sale in a bookstore or gift shop.

James Loftus is the owner and operator of RealityIs-Books.com, Inc. which publishes informational books under the Souvenirre Books imprint. His background includes over forty years in the development, writing, editing, design, and production of advertising, promotional, and training materials for clients such as the American Hospital Association, Budweiser/Anheuser-Busch, Holiday Inns, McDonalds, Motorola, and Pabst Brewing Co. He has also worked in the sales and computer consulting fields.



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