



Bottom Shelf Bookstore News

Dear Volunteer,

The Bottom Shelf is a feel-good space for us and our customers. It's hard to put your finger on what makes the shop so appealing (besides the 10-cent books). It's more than just the price, it's something else. This quote from the New York Times struck a chord with us.....

“The selling of books has always been one of the least interesting services that bookstores provide,” Jeff Deutsch writes in his new book, *In Praise of Good Bookstores*. “The value is, and has always been, at least in the good and serious bookstores, in the experience of being among books—an experience afforded to anyone who enters the space with curiosity and time.” The good bookstore, Deutsch suggests, is what Gaston Bachelard called a “felicitous space,” whose real boundaries and character are much more than its physical dimensions, and whose purpose is more profound. It's also the kind of institution, like a good bar or a good restaurant, that adds depth and substance to a community, but which, once lost, survives only in the winces and sighs of living memory. “

Thanks for making The Bottom Shelf a most felicitous space!

The Editors



Upcoming Book Store Closures 2022

All dates are subject to change, depending on County policies.

- Memorial Day, Monday May 30th
- Independence Day, Monday, July 4th
- Labor Day, Monday, September 5th
- Veteran's Day, Friday, November 11th
- Thanksgiving Day, Thursday, November 24th
- Holiday Boutique Set Up, Friday, November 25th
- Christmas Eve, Saturday, December 24th
- Christmas Day, Sunday, December 25th
- Day after Christmas, Monday, December 26th
- New Year's Eve, Friday, December 31st

Bottom Shelf Day Managers

- Monday/Friday: Lynne Barker
- Tuesday: Sue Billing
- Wednesday/Saturday: Debbie Schubarth
- Thursday: Violet Hulit

HAPPY HALLOWE'EN

Puzzled?

Jigsaw puzzles sell well in the shop. We have a following of regular puzzlers who purchase and donate the puzzles on a regular basis. Money makers, we sell them over and over again. They've earned their prominent spot near the front door.

Popularity of the puzzles is reflected in annual sales in the U.S. where 1.8 billion jigsaws are sold annually.

During the pandemic, many people "re-discovered" the jigsaw puzzle as a way to wrestle themselves away from all the digital media and find some peace of mind. In fact, puzzling is a great meditation tool and stress reliever. Focusing on one image for a long time, without extraneous thoughts results in the kind of mind set meditation attempts to achieve. Medical researchers claim that puzzling can lower blood pressure and slow the heart rate.

Many famous creative people are avid puzzlers, including Bill Gates. The Queen likes them too and has over 3000 wooden puzzles in the Royal Library.

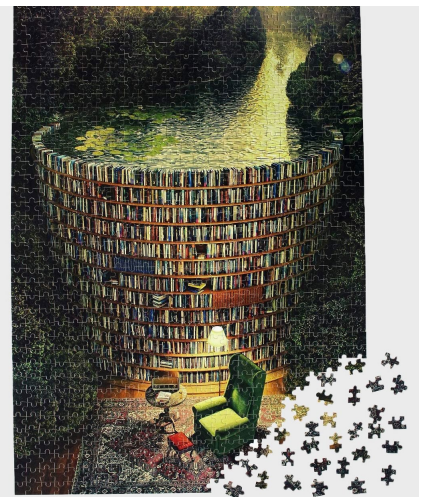
Some of our volunteers are puzzlers too. Peter Allen (third Wednesday mornings) assembled the fantastic Wrebbit 3D puzzle displayed on the very top shelf in the shop.

Novelty puzzles abound - large, small, personalized, all one color. The largest jigsaw puzzle, according to Guinness was completed in 2018 in Dubai and featured 12,320 pieces. It covered 65,000 plus square feet.

We can't be expected to guarantee that every used puzzle we sell is complete. But we can make sure the boxes are closed securely to prevent pieces from falling out. Make sure the tops are taped shut! And be ready to celebrate International Puzzle day on January 29th.



There are no extra pieces in the universe. Everyone is here because he or she has a place to fill and every piece must fit itself into the big jigsaw puzzle. Deepak Chopra



And here's a wooden puzzle that combines reading and puzzling. The Moruska Bookshelf Dam puzzle, 1000 pieces. And it's wood! Hope we get one of these in the store!

Scared to Death?

Why are horror stories so popular?
Why do we like being scared skinny
once in a while?

If you wish, feel free to
wear your costume on
Monday, October 31st. Our
customers love it!

According to Haiyang Yang and Kuangie Zhang of the Harvard Business Review, we consume horror to experience stimulation. Exposure to terrifying acts, can stimulate us—both mentally and physically.

Another reason we seek horror is to gain novel experiences. Apocalyptic horror stories allow us to temporarily live out alternative realities, like alien infestations or a zombie uprising.

The authors maintain that watching horror can even be a catalyst for love. Co-experiencing the reaction to horror may facilitate feelings of romance.

What can you watch to celebrate the Halloween season? Here are a few suggestions of classics in the genre. You might even find some of them at the Bottom Shelf.

1956 - The Bad Seed
1968 - Night of the Living Dead
1976 - Carrie
1978 - Halloween
1980 - Friday the 13th
1990 - Misery
1991 - Silence of the Lambs
1996 - Scream
2013 - The Conjuring
2015 - We Are Still Here



Friends of Fallbrook Library

Due to coronavirus, we have lost membership in the Friends of Fallbrook Library (FOFL), which as you know, is our parent organization. Currently, we are attempting to revive interest in pre-covid members and to recruit new membership.

Some of the marketing approaches we are pursuing are:

- Distribution of a monthly email blast to membership about events we've sponsored in the prior month and upcoming events.
- Board members are becoming more active and will be represented at all library events sponsored by FOFL.
- Upgrade of our website and social media presence.

We are asking volunteers to help recruit new members!



Mariachi concert sponsored by FOFL

The Bottom Shelf is the largest source of revenue for the Friends, and ultimately library events. It is also where we have the most contact with existing members and with potential members.

How can you help?

At the end of each sale, tell the customer that every penny spent in the store goes to support library events. Explain that they can become members too, for only \$15.00, and hand them a FOFL brochure. You can find these in a plastic holder next to the cash desk.

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Be on the lookout for opportunities to recruit new members. For instance, customers who buy a lot of books or donators — hand them a brochure along with a tax form.

Following the special events, we've had excited people come into the bookstore and ask if they can make a donation! As well as gratefully accepting these donations, we can suggest the

person might benefit from membership in FOFL. Or by volunteering to work in the store. Remember, we are still short of volunteers.

Because of your hard work, our library presents very special events for the community!



Flamenco dancing exhibition sponsored by FOFL



Freaney & Friends, Jonathan Lee on the program for Tuesday, September 27th at 1:00

Nancy's Book Review

Steve Jobs by Walter Isaacson

You either love him or you hate him. After reading the biography by Walter Isaacson, I have very mixed feelings about Steve Jobs. The way he treated people was truly unacceptable. He wasn't a nice person. But he was a genius and a visionary, that's for sure.

According to his biographer, Jobs was not an exceptional engineer. When he and Steve Wozniak were developing their first computer in Job's garage, it was Wozniak who got it all together. But Jobs was the marketing genius.

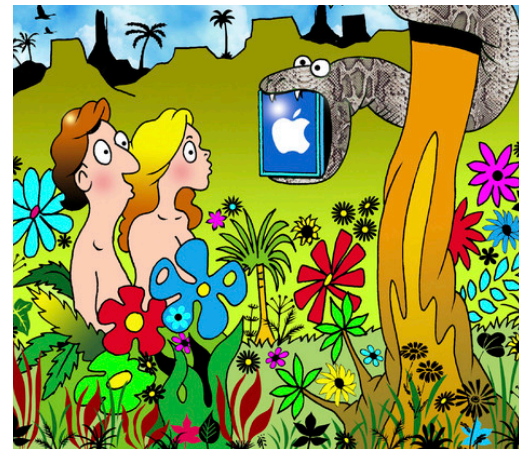
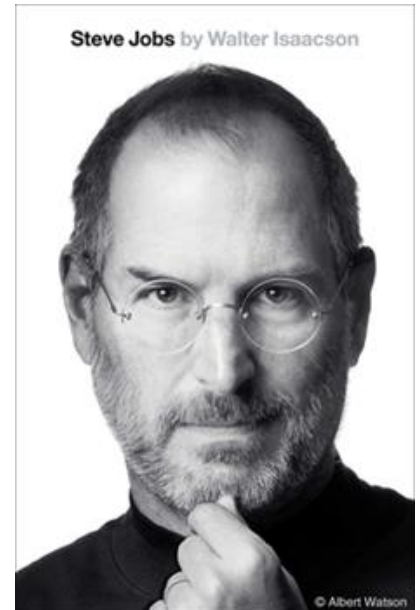
Jobs was also a master of design. He had a passion about the design of all Apple's products sometimes to the point of obsessiveness. He was a total perfectionist and if his employees weren't 100%, he would belittle them in front of their colleagues. He loved to tell people they were "full of s___". They were mediocre, they weren't A+ employees.

If people didn't agree with him, they were fired. If they didn't meet his expectations, they were unfairly criticized. He didn't limit his criticisms to just employees—friends, family members and suppliers were also subjected to his temper.

The most interesting thing was that Jobs was adopted. Luckily his adoptive parents loved and supported him all his life. But he always felt abandoned by his birth parents. Why then did he abandon his own daughter? He felt no responsibility for her upkeep until much later in her life. It's a real mystery.

There's so much information and detail in this 500-page book. Not only the early beginnings of Apple, but also Jobs' involvement with Pixar.

We'll have to forgive Jobs his obnoxious personality and give him credit for building one of the greatest companies in the world. There's no one else who could have done what he did.



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Memoir

Hallowe'en 1950

"Hallowe'en Apples!" I sang to Mrs. Hawkins' storm door.

There was no answer, so I shouted again as loud as I could, "Hallowe'en Apples."

The door opened and Mrs. Hawkins' hair-netted coiffure appeared—she opened the door only a crack because the wind was blowing hard. A whiff of denture soak and mothballs escaped from inside. I shivered in the cold.

"Oh...it's Helen," she said squinting behind her glasses, appraising my seven-year old self. "Look Harry. She's dressed like a good little housewife with her apron and..." she trailed off, out of superlatives.

"But I'm a princess, Mrs. Hawkins," I explained as she dropped two apples in my bag. She closed the door before I could point out my tiara and the rhinestone bracelet on my wrist.

I had to explain my costume at every neighbor's door. I should have chosen the monk. People seemed to get that one right away.

My sister and I had a choice of three costumes every year: the puffy Snowman, the big Monk or the fat Princess. All the costumes involved a white sheet with a hole cut in the middle for your head. Mom sewed big black buttons down the front for the Snowman; the big Monk got all the family's rosaries around the neck and a rope around the middle; the Princess involved my mother's pink organdy apron, a plastic tiara and a lot of explanation. Puffiness was unavoidable because it was cold in late October on the prairies in Canada. There could be snow. In those days, before Gore-tex and wind-resistant textiles, we depended on bulk to keep us warm.

On that Princess Hallowe'en, I lumbered out of our house and down the icy stairs, the tiara perched on my toque. I rocked from side to side under the masses of clothing Mom piled on me. The pink apron kept slipping undone and flapping open in the wind. I held the tiara in place with one hand and clutched my bag with the other. Somehow I made my way around the block and came home triumphant with thirty apples, enough for five apple crisps.



The next year, Woolworth's introduced paper costumes to our town. Understanding their market, they stocked XXL sizes, large enough to cover our bulky winter clothes, but far too long in the legs and arms. We cut the excess off, but the scissor surgery made the costumes fragile. In our flimsy paper suits, we left the house looking passable—my sister like a fat Superman and me, a fat Snow White—but after five minutes in the wind, the costumes ripped. With shreds and tatters flapping, we looked like resurrected zombies, shuffling from house to house.

The costumes were perfect for 2022. We were seventy years too early.

-Helen McHargue

Writing your memoir? Perhaps you have a story you'd like to share with your fellow volunteers. We'd love to include it in our next issue. Contact Nancy Javier or Helen McHargue.