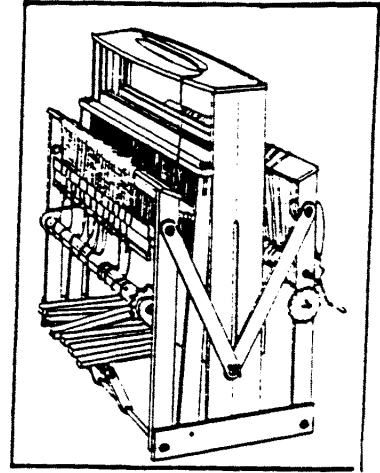


# Handweaving News



## QUESTIONS ABOUT SELLING HANDWEAVING

ONE OF THE MOST FREQUENT QUESTIONS PEOPLE ASK IS, "IF I BUY A LOOM, WILL I BE ABLE TO SELL MY HANDWEAVING." ?

THE ANSWER TO THIS IS, "OF COURSE YOU CAN SELL YOUR HANDWEAVING, IF YOU WEAVE SOME THING PEOPLE WILL WANT TO BUY."

BUT YOU SAY, "THIS INVOLVES A GOOD DEAL MORE THAN JUST BUYING A LOOM." IT SURELY DOES. IT REQUIRES THAT YOU LEARN HOW TO USE THE LOOM AS A TOOL ; HOW TO USE DIFFERENT THREADS: AND HOW TO USE WEAVING TECHNIQUES TO MAKE ATTRACTIVE SALEABLE ARTICLES.

I OFTEN TELL THE STUDENTS IN MY WEAVING CLASSES THAT WHEN THEY START TO LEARN HOW TO WEAVE, THEY ARE OFF ON A GRAND ADVENTURE THAT NEVER NEEDS TO END. LEARNING HOW TO WEAVE DOES LEAD ONE INTO MANY OTHERWISE UNKNOWN PATHS AND BY-WAYS. ALONG THIS WAY, YOU FIND MANY SOLID SUBSTANTIAL FRIENDS TOO. FOR IT IS ONLY THE WORTHWHILE SORT OF PERSON WHO HAS THE PATIENCE AND PERSEVERANCE TO CONTINUE IN THIS WEAVING CRAFT. THERE IS MUCH MORE TO IT THAN JUST THROWING A SHUTTLE THROUGH THE SHED TO MAKE A RUG OR SOME CLOTH FOR A DRESS. LEARN HOW TO WEAVE. BE A CRAFTSMAN, NOT JUST A "SHUTTLE THROWER."

THE FIRST STEP IS OF COURSE, THE PURCHASE OF A GOOD LOOM THAT FITS YOUR NEEDS. DON'T BUY THIS LOOM THOUGH WITH THE FIRST IDEA THAT YOU ARE GOING TO SELL. BUY IT RATHER WITH THE IDEA, THAT YOU ARE GOING TO BUY IT FOR THE PURPOSE OF LEARNING HOW TO WEAVE SOMETHING PEOPLE WILL WANT TO BUY. MANY PEOPLE BUY A LOOM TO WEAVE THINGS FOR THEIR OWN USE AND FOR THEIR HOMES. THEY FIND IN THEIR LOOMS A DEEP AND GROWING SATISFACTION AND ENJOYMENT THAT COMES FROM THE MAKING OF SOMETHING DIFFERENT THAN WHAT FORTY MILLION OTHER PEOPLE HAVE.

WOULD YOU BE SURPRISED IF I SHOULD TELL YOU THAT I KNOW OF SEVERAL FAMILIES THAT HAVE BEEN SAVED FROM A VERY DEFINITE BREAK UP, DUE TO THE FACT THAT THE MOTHER HAS TAKEN UP HANDWEAVING ? THIS IS TRUE. THE WHOLE FAMILY INTEREST CAN BECOME CLOSER WHEN MOTHER PRODUCES AN ATTRACTIVE RUG, CURTAINS, UPHOLSTERY, OR A BED-COVER THAT ALL CAN ADMIRE. CHILDREN QUITE NATURALLY BRAG TO THEIR FRIENDS ABOUT WHAT THEIR MOTHER CAN DO, THAT YOUR MOTHER CAN'T. THEY TELL THEIR TEACHERS AT SCHOOL. FATHER ALSO HAS AN INTEREST IN THIS PROJECT. THOUGH OFTEN AT FIRST, ITS JUST OUT OF THE CORNER OF HIS EYE. THEN IN A SHORT TIME AS WORK ON THE LOOM PROGRESSES, HE TOO IS TELLING MEN AT THE SHOP OR OFFICE, ABOUT WHAT HIS WIFE IS DOING. HE DERIVES PLEASURE AND SATISFACTION FROM THE LOOM TOO. THIS IS ONE VERY SURE WAY OF MAKING OTHER PEOPLE WANT TO BUY WHAT YOU CAN MAKE.

SINCE THE AUGUST NEWS WENT OUT I HAVE HAD A NUMBER OF QUESTIONS CONCERNING THE MAKING AND SELLING OF RAG RUGS FROM SEVERAL SUBSCRIBERS. THESE I WILL MAKE AN ATTEMPT TO ANSWER TO THE BEST OF MY ABILITY. I HOPE THE MATERIAL WILL BE OF HELP. PERHAPS THERE MAY BE AMONG YOU, SOMEONE WHO HAS MORE EXPERIENCE SELLING RAG RUGS THAN I HAVE. IF SO, AND YOU HAVE ANY IDEAS ON THESE MATTERS, I WILL WELCOME A LETTER FROM YOU.

FIRST, WHAT ANSWER WILL WE GIVE A CUSTOMER WHO COMPLAINS THAT YOUR PRICE FOR A RAG RUG IS MORE EXPENSIVE THAN THOSE IN THE STORES. TO MY WAY OF THINKING YOU SHOULD NEVER TRY TO COMPETE OR SELL ON THE SAME BASIS AS THE COMMERCIAL RUG IN THE STORE. YOU MUST TRY TO MAKE YOUR RUG BETTER IN EVERY WAY. IT SHOULD BE WELL DESIGNED, GOOD IN COLOR AND VERY WELL WOVEN. TRY TO PUT IN SOME SORT OF INDIVIDUAL TOUCH SO THEY WILL BE DIFFERENT FROM A COMMERCIAL RUG, JUST AS DIFFERENT AS YOU CAN POSSIBLY MAKE THEM, SO THERE CAN BE NO COMPARISON. WHEN A CUSTOMER SAYS THEN, SHE CAN GET A LESS EXPENSIVE RUG IN THE STORE, YOU CAN SAY THAT SHE CANNOT GET A RUG LIKE YOURS IN THE STORE. AND BE VERY SURE, YOURSELF, THAT SHE CAN'T.

OUR NEXT QUESTION IS, "WHAT IS A FAIR PRICE TO CHARGE PER FOOT FOR WEAVING RAGS?" STRANGE AS IT MAY SEEM, A GOOD MANY WEAVERS OF RAG RUGS DO NOT KNOW HOW TO FIGURE WHAT IT ACTUALLY COSTS THEM IN MONEY, FOR ONE YARD OF WOVEN MATERIAL, JUST FOR THE WARP. TO WORK THIS OUT, PROCEED AS FOLLOWS, - START WITH THE REED ON THE LOOM. IF YOU DO NOT KNOW HOW MANY THREADS THERE ARE IN AN INCH OF THE REED, FIRST LOOK ON THE SIDE OF THE LOOM REED. GENERALLY THE REED IS MARKED 10 - 38, OR POSSIBLY 12 - 36. THE 10 OR THE 12 REFER TO THE NUMBER OF DENTS OR SLITS TO THE INCH OF THE REED. THE 36 OR THE 38 IS THE LENGTH OF THE REED. MOST REEDS FOR RUGS ARE EITHER 10 OR 12 DENTS. IF THE REED IS NOT MARKED, ACTUALLY COUNT HOW MANY DENTS THERE ARE IN AN INCH.

NOW YOU MULT IPLY THE NUMBER OF DENTS TO THE INCH, BY THE WIDTH THE RUG IS TO BE IN THE REED. OR 12 X 38, WHICH IS 12 THREADS TO THE INCH, TIMES THE WIDTH OF THE RUG. THIS EQUALS A TOTAL OF 456 WARP THREADS. A RAG RUG GENERALLY WILL PULL IN ON THE EDGE ABOUT 2 INCHES, AND IT IS BEST TO THREAD AND SLEY THE FIRST 3 OR 4 HEDDLES AND SLITS OF THE REED DOUBLE. SO WITH THIS, YOU COME OUT WITH A 36" WIDTH ON YOUR FINISHED GOODS.

SUPPOSE YOU MAKE A TEN YARD WARP. THE TOTAL NUMBER OF WARP THREADS, OR 456, X 10 EQUALS 4560 YARDS NEEDED OF CARPET WARP. ONE HALF POUND SPOOL OF CARPET WARP CONTAINS 800 YARDS. WHEN BUYING THEM, LOOK AND SEE HOW MUCH THEY CONTAIN, SOME NOW HAVE ONLY 600 YARDS, AND SOME AS LITTLE AS 300 YARDS. 5 SPOOLS OF CARPET WARP WITH 800 YARDS TO A SPOOL GIVES YOU 4800 YARDS OF WARP. THIS IS A LITTLE MORE THAN YOU NEED, BUT DO NOT UNDERBUY. AT 45¢ A SPOOL, YOUR CARPET WARP WILL COST 6 X 45¢, OR \$2.70 FOR A TEN YARD WARP. THERE WILL BE SOME TAKE-UP ON THE WARP AS YOU WEAVE, DIFFERENT PEOPLE BEAT CLOSER THAN OTHERS, BUT FIGURE OUT HOW MANY YARDS OF FINISHED MATERIAL YOU GET OUT OF THIS AMOUNT OF WARP. FIGURE IN ALL OF THE WARP INCLUDING THAT USED FOR TYING UP TO WARP AND CLOTH BEAMS, AND THAT INCLUDED IN FRINGES ETC. ALSO FIGURE IN HOW LONG IT TAKES YOU TO WEAVE A SOLID YARD OF MATERIAL ON AN AVERAGE, SO YOU CAN GET SOME IDEA OF HOW MUCH TO CHARGE FOR YOUR LABOR. DON'T ASK ME WHAT TO CHARGE FOR YOUR LABOR, THAT IS ENTIRELY UP TO YOU AND YOUR OWN SITUATION. YOU KNOW THAT MUCH BETTER THAN I DO. BUT AT LEAST FIGURE OUT YOUR COSTS, AS NEAR AS YOU CAN, INCLUDING OF COURSE THE TIME IT TAKES TO SET UP AND THREAD THE LOOM AS WELL AS TO WEAVE THE MATERIAL. DON'T FORGET TO INCLUDE THE HEMMING, FRINGING AND ANY FINISHING YOU DO ON THE RUGS EITHER.

ANOTHER QUESTION I RECEIVED IS, "WHAT SHOULD WE CHARGE A CUSTOMER FOR A RUG WHEN WE FURNISH THE RAG STRIPS FOR THEIR RUGS?" ANSWER, "WHAT IS YOUR TIME WORTH?"

HERE ARE SOME NOTES WHICH I MADE IN MY NOTE-BOOK FOR THE VERY FIRST RUG WHICH I EVER MADE ON A LOOM MANY YEARS AGO. I BOUGHT 20 YARDS OF UNBLEACHED COTTON @ 14¢ A YARD. TOTAL \$2.80. THIS WAS TORN INTO STRIPS 1 INCH WIDE, AND OF COURSE 20 YARDS IN LENGTH. THUS 1/3 OF A YARD GAVE 12 OF THESE STRIPS, OR 36 STRIPS, 20 YARDS LONG FOR THE WIDTH OF THE MATERIAL. THIS MADE A TOTAL OF 36 X 20 OR 720 YARDS OF WEFT. THIS WEIGHED 5 LBS. IT WAS DYED DARK BLUE AND TOOK 30¢ WORTH OF DYE, MAKING TOTAL COST OF THE WEFT \$3.10. ONE 20 YARD STRIP WEAVES ABOUT 6" OF MATERIAL 36" WIDE. BUT THIS LAST MIGHT VARY A LITTLE DEPENDING ON HOW IT WAS BEATEN DOWN.

COTTON FLANNEL, ALL-WOOL, OR PART-WOOL BLANKETS MAKE EXCELLENT RUGS. I DO NOT HAPPEN RIGHT NOW TO KNOW WHAT OUR GOOD-WILLOR THE SALVATION ARMY STORES CHARGE A LB FOR THIS KIND OF MATERIAL NOW. BUT I DO KNOW, THAT SOME TIME AGO IT WAS POSSIBLE TO BUY ALL WOOL OLD MATERIALS FOR 10¢ A LB. THIS WAS ALL WASHED AND CLEAN TOO. IF YOU HAVE HAD ANY EXPERIENCES WITH THIS SORT OF WEAVING AND CAN ADD TO THIS IN ANY WAY, I SHALL BE VERY HAPPY TO HEAR FROM YOU.