



# Hernando Quilters' Guild Newsletter

January/February 2020



Website: [www.hernandoquiltersguild.com](http://www.hernandoquiltersguild.com)

## President's Message



*Greetings Fellow Guild Members;*

As the majority of you heard at our November meeting, our Quilt Show was a huge success. I would like to make a special thank you to Ava Rossler and Denise Jolliffe for being our chair ladies! It was a lot of work, but as reported last month, we succeeded!! I ask myself what is the reason for our success? Plain and simple, it was because there were so many of our members who participated. We should all take pride in our success and look forward to two years from now and how we can beat this year's success!!! Job well done ladies!!!!

The New Year is upon us and I'm wondering what New Year's Resolution you might make? Will it be to lose weight (which seems to be my resolution every year), will you try to keep in touch with friends that you haven't seemed to make time for, will you travel someplace that you've been yearning to go, or will you decide to step it up and learn some new sewing techniques? Your board has some wonderful ideas for next year and hope more of you will participate in our fun! We hope to keep your interest high so that you have so many projects you just don't know where to begin! Like some of us need any more projects!! I'm anxious to start our Mystery Quilt in January. We started this class in 2016 and it seems like everyone loves to make a quilt that they have no idea what it will look like when they are finished!! This year there will be a total of 50 ladies participating (our most to date)! I can't wait for the big reveal in March of 2020!

Your Retreat Committee will be visiting our new venue in early January so that we can make this the best experience for all! I have a few new ideas and hope we can give you an update at the January meeting. I will be sending out an email asking for your room partners at the end of December along with a medical form for all joining, to fill out. If you do not have a roommate, we will be happy to find you one.

I have only been your President for a year and have found this position to be very rewarding. I hope our board continues to challenge you to learn and further your passion for sewing! I urge our new members to join us on some of our monthly quilt trips, our monthly lunches after our meetings and join in on as many classes as you can. This is a great way to make new friends.

Sew, my sewing friends, let the NEW YEAR begin!!!!!!!

Merry Christmas and Happy New Year,

Karen Pilon

## 2020/2021 Officers/Committee Chairs

President	Karen Pilon
1 <sup>st</sup> Vice Pres.	Louise Isabelle
2 <sup>nd</sup> Vice Pres. (Programs)	Bonnie DeFranco/Sharon Allard
Secretary	Beverly Abenante
Treasurer	Sharon Didden
Quilt Shop Advertising	Tekla Bell/Barb Theriault
Quilt Trips	Tekla Bell
Block/Month	Marilyn Ryder
2020 Quilt Challenge	Pam Russavage/Terri Coley
2020 Retreat	Karen Pilon
Fat Quarter Drawing	Judy Thew
50/50/Food Bank	Sally Cosenza
Mystery Prize	Ann Brock
Membership	Alma Martin
Newsletter/Guild Advertising	Barb Theriault
Communications/Web Liaison	Barb Theriault
Sunshine	Shirley Kerstetter
Webmaster	Dave Curtis

## 2020 Fat Quarter Schedule

January	Red/White/Pink or Hearts
February	Greens or Shamrocks
March	Earth Tones: i.e. Browns/Tans, Golds, Burgundy, dark greens, etc.
April	Florals or Pastels
May	Batiks Only
June	Red/White/Blue
July	Black, Grey or White
August	Neutrals: Beige/Tan/Cream
September	Stripes or Plaids
October	Fall Colors
November	Christmas Theme
December	No Exchange

## Happy Birthday

### JANUARY

Liesbeth Dekoning 1  
Veronica Barrass 3  
Barbara Childress 6  
Ava Rossler 7  
Karole Adams 13  
Eileen Gorzelic 15  
Nancy Jenkins 22  
Raelee Russavage 26  
Alma Martin 29  
Stella Sigmon 31



### FEBRUARY

Janice Parker 3  
Marilyn Ryder 7  
Roxanna St. John 9  
Linda Blades 10  
Kim Mann 11  
Linda Godlewski 13  
Gay Dillinger 15  
Karin Brunner 19  
Judy Thew 20  
Kimmie D. Daniels 22  
Margie Mullarkey 24  
Mary (Kay) Johnson 24  
Renee Lowdenslager 25  
Carol Spence 27  
Bev Stewart 27  
Denise Jolliffe 28  
Sue Gillespie 28

### FIELD TRIPS

The Guild has planned the following trips, 2 for January and 1 for February.

#### Friday, January 17, 2020

Trip to Quilters Anonymous, 9225 Pine Island Rd., Clermont, FL and Nana's Quilt Shop in Brooksville, FL. We will meet at Publix 41 and 50 at 9:30am.

#### Friday, January 24, 2020

Trip to the Quilting Guild of The Villages - Marketplace 2020 to be held at Rohan Recreation Center, 850 Kristine Way, Wildwood, FL. 34785. Meet at 9:30 at Publix 41 and 50.

#### Friday, February 14, 2020

Trip to Cutting Up Fabric, 6308 Gall Blvd, Suite B, Zephyrhills, and Quilters Quarters, 4833 Allen Rd., Zephyrhills, FL. Meet at Publix 41 and 50 at 9:30am.

If you have any questions, call Tekla Bell

Cell: (315) 254-1676



## Raffle Block of the Month Schedule 2019/2020

Preview	Distribute Kits	Raffle	Presented By	Pattern
Oct	Nov	Jan	Temperance Tree (1920)	Marilyn Ryder
Nov	Jan	Feb	Paper Doll Dress	By Quilt Maker
Jan	Feb	Mar	Puss In The Corner	Shirley Kerstetter



\* See Marilyn Ryder to sign up

Meeting Type	Day	Date	Place	Time
Board Meeting	Wed	1/22/20	Enrichment Ctr.	10:00
Guild Meeting	Thurs	1/23/20	Jerome Brown Comm. Ctr.	9:30
Board Meeting	Wed	2/26/20	Enrichment Ctr.	10:00
Guild Meeting	Thurs.	2/27/20	Jerome Brown Comm. Ctr. - <b>Feb Challenge Due</b>	9:30
Board Meeting	Wed	3/25/20	Enrichment Ctr.	10:00
Guild Meeting	Thurs	3/26/20	Jerome Brown Comm. Ctr.	9:30
Board Meeting	Wed	4/22/20	Enrichment Ctr.	10:00
Guild Meeting	Thurs.	4/23/20	Jerome Brown Comm. Ctr.	9:30

**NEWSLETTER:** Call or send any information, suggestions, correspondence, tips, or sayings dealing with quilting to **Barbara Theriault, 8181 Weatherford Ave., Brooksville, FL 34613**; e-mail: [btheriault1@tampabay.rr.com](mailto:btheriault1@tampabay.rr.com); or call 352-597-8816 or Cell: 678-793-5335. Next deadline is **February 5, 2020**.

**Editor's Special Note:** This Newsletter does not contain the November Show/Tell Picture segment because of all the other pictures and articles that had to be covered. They took up quite a bit of room and I needed to keep your "megs" down for e-mail purposes! Your November Show/Tell will appear in future Newsletters. Sorry for the inconvenience! Barb

Let **Shirley Kerstetter**, our **SUNSHINE LADY**, 352-686-9057, know about the needs or illnesses of our members.

## GUILD NEWS AND NOTES



- ❖ **DUES \$25.00 DUE AT JANUARY 2020 MEETING** Please do not forget to bring your **checkbooks to pay your annual dues. Please take note that our dues have increased to \$25.00 this year.** Make your check out to: Hernando Quilters' Guild. If you are out of town and paying by mail please mail your check to: Hernando Quilters' Guild, P.O. Box 6672, Spring Hill, FL 34611. If you wish to pay by cash, Alma has requested that you have the **exact change** to make things a little easier. If not paid by the February meeting there will be a \$5.00 Late fee. Also, if you are not going to be renewing this year could you please send Barb an e-mail, so she and Alma don't have to try and guess if we do not receive your dues by February.
  
  - ❖ **2019 GUILD YEAR-END CHARITY RESIPIENT** – a vote was taken by the members at the November Guild Meeting and the chosen charity to receive a check in the amount of \$300.00 for Christmas this year was “Wounded Warriors.”
  
  - ❖ **“TOOL TIME” - Something New beginning in January, 2020 -** At the November Board Meeting a discussion was held and voted on. Starting in January at the Guild General Meeting we will have a **“Tool Time”** segment. Bev Abenante, Karen Pilon and Bonnie DeFranco will start us off by each bringing a Tool Time tip to the January meeting. Bonnie DeFranco will prepare a sign-up sheet for February going forward for members to show and tell their favorite tool time hints. We hope to continue this new segment throughout this year and beyond.
  
  - ❖ **2020 LAKE YALE RETREAT – MARCH 9 – 12, 2020** – Your retreat committee will be visiting our new venue in early January so that we can make this the best experience for all! Karen has a few new ideas and hope we can give you an update at the January meeting. She will be sending out an email asking for your room partners at the end of December, along with a medical form to fill out for all attendees. If you do not have a roommate, we will be happy to find you one. The cost of this Retreat for a double room is \$260.00 per person and a single room will cost \$335.00 per person. We have about 50 ladies going and they have already paid the initial deposit of \$100.00 that we requested to help offset cost of contract down payment. Everyone paid the remaining balance by the October meeting.
  
  - ❖ **2020 GUILD CHALLENGE** – The “The Roaring 20's” is the theme for the 2020 Challenge in honor of moving into the next decade of the 21st Century. The due date for this challenge will be **February 27, 2020** Guild meeting. See page 6 for some ideas and rules. If you have any questions you can call Pam Russavage or Terri Coley, our challenge coordinators for 2020.
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# QUILT SHOWS/RETREATS



## January 24 – 25, 2020 Ladies Of The Lakes – Quilters of Lakeland Quilt Show.

To be held at at First Presbyterian Church, 175 Lake Hollingsworth Dr., Lakeland, FL from 10am to 4pm each day

## January 24 – 25, 2020 - QUILT SHOW IN THE VILLAGES

The Quilting Guild of The Villages - Marketplace 2020 to be held at Rohan Recreation Center, 850 Kristine Way, Wildwood, FL. 34785. \$5 per day, per person. Friday, 1/24-9a-5p. Saturday, 1/25-9a-4p. 30 vendors-one location. Two great days of fun, shopping and prizes. [www.QGOTV.org](http://www.QGOTV.org) Pat Reed 352-350-6923

## February 21, 22 and 23, 2020 – West Pasco Quilters’ Guild, Inc. – “Sew Many Quilts 2020 – Eye of the Quilter”

To be held in New Port Richey at the Recreation & Aquatic Center, 6630 Van Buren Street, New Port Richey, Florida (727-841-4560) Hours: Friday & Saturday 9 to 5, Sunday 10 to 4. Over 400 Quilts on Display, Quilt Appraisals by Brenda Grampsas, Guild Boutique, Kids activities, Youth Challenge Quilts, Small Quilt Silent Auction, Demos, Vendors, Basket Walk, Good Food, Lots of Door Prizes. For more info see their website: [www.westpascoquilters.org](http://www.westpascoquilters.org)

## February 21 and 22 , 2020 – Quilt Show In Ocala – Belleview Busy Bees

Contact: [ocalawoods@cfl.rr.com](mailto:ocalawoods@cfl.rr.com)

## February 26 – 29, 2020 AQS – QUILT WEEK SHOW – DAYTONA, BEACH

Wednesday – Friday 9am – 5pm, Sat., 9am – 4pm. Venue: Ocean Center, 101 North Atlantic Avenue, Daytona Beach, FL 32118. For more info go to [www.quiltweek.com/locations/daytona-beach](http://www.quiltweek.com/locations/daytona-beach)

## February 28 – 29<sup>th</sup>, 2020 QUILT SHOW IN CRYSTAL RIVER

Creative Quilters Quilt Show 2020 9:00am – 4:00pm Friday and Saturday

Crystal River Armory, 8551 Venable Street, Crystal River, Florida

Judged Quilt show , Vendors, Boutique, Quilt Raffle, Small Quilt Sale, Appraiser, Demonstrations

Entry Fee: \$8.00 per day.





## 2020 Calendar of Classes



The following is the Regular Class Schedule from our VP's Programs – Sharon Allard/Bonnie DeFranco, that we have for January and February and March. You will sign up for these classes at the Program table up front. These classes have a \$5.00 fee.

January		
January 14 <sup>th</sup> , 2020	Mystery Quilt (Part One) <b>(at the Quarry)</b>	Karen Pilon
January 21 <sup>st</sup> , 2020	Machine Embroidery (Enrichment Center)	Tekla Bell
January 28, 2020	Continuous Bias Binding Technique Class	Ava Rossler
February		
February 11 <sup>th</sup> , 2020	Mystery Quilt (Part Two) <b>(at the Quarry)</b>	Karen Pilon
February 18 <sup>th</sup> , 2020	Machine Embroidery (Enrichment Center)	Tekla Bell
February 25 <sup>th</sup> , 2020	Mini Poppins Bag <b>(at the Quarry)</b>	Karen Pilon
March		
March 3, 2020	How Do I Get Started? Technique Class <b>(Quarry)</b>	Eileen Gorzelic
March 17, 2020	Machine Embroidery (Enrichment Center)	Tekla Bell
March 24, 2020	Mystery Quilt (Part 3) <b>(at the Quarry)</b>	Karen Pilon

### *Viewer's Choice Winner* *2019 November Quilt Show Announced!*

The Viewer's Choice award was given out at our November meeting after all the totals were in from the Quilt Show. We are proud to announce that the winner was our "Master Quilter," Shirley Kerstetter. Below is her winning quilt; This intricate, wonderful Happy Acres Quilt with Sunbonnet Sue and Sam on the Farm! Look at the cute label on the back as well. Congratulations, Shirley!



# Guild Challenge - 2020

The 2019 Guild Challenge winners of “Best of Show” and “Viewer’s Choice”, Pam Russavage and Terri Coley have chosen “The Roaring 20’s” as the theme for the 2020 Challenge in honor of moving into the next decade of the 21st Century. The due date for this challenge will be February 27, 2020 Guild meeting. Below you will find more details and instructions regarding the challenge.

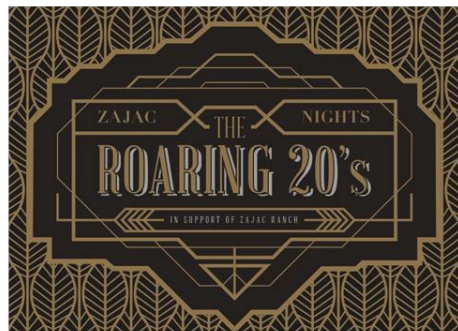
## 2020 Hernando Guild Challenge

### The Roaring 20’s

The 2019 Guild Challenge winners of “Best of Show” and “Viewer’s Choice”, Pam Russavage and Terry Coley, have chosen “The Roaring 20’s” as the theme for the 2020 Challenge in honor of moving into the next decade of the 21<sup>st</sup> Century.

The 1920’s were nicknamed “The Roaring 20’s” due to the exuberance, drama and boisterousness of the decade. You could incorporate these elements into your quilt with color, fabric and embellishments. Historically, the 1920’s are known for women’s suffrage, Hollywood’s golden era, popularization of the automobile, prohibition and speakeasies, jazz, the new woman (flappers), Frank Lloyd Wright, Art Deco, Modern Abstract art and the stock market crash, to name a few. You may want to base your quilt on one of these subjects. You may want to play off the theme title; using animal prints or 20 different fabrics, or even 20-20 vision. You can use a purchased quilt pattern, or design one of your own, create a mini quilt, wall hanging or pillow.

Let your imagination roar in celebration of a new decade.



- Categories: Entries will be judged in one category.
- Judging: We will again try to bring in an outside judge and will have “Best of Show”, 1<sup>st</sup> place, 2<sup>nd</sup> place, and 3<sup>rd</sup> place. Guild members will vote for the winner of “Viewer’s Choice”.
- Quilting: You must have hand or machine quilting on your entry.
- Size: No smaller than 16X16 and no larger than 45x60. If your entry is smaller or larger than the specifications, **your entry will not be judged**.
- Due Date: February 27, 2020 – Guild Meeting
- Rules: You are not allowed to use a project that has been made previous to this challenge. It must be made between March 28, 2019 and February 27, 2020. There will be a sign-up sheet when you turn in your entry and you must have your name on the back of the entry.

# November 1<sup>st</sup> and 2<sup>nd</sup>, 2019 Hernando Guild Quilt Show - Highlights

## Quilt Show 2019



Our Guild Biennial Quilt Show was held at the Enrichment Center – Quarry on November 1<sup>st</sup> & 2<sup>nd</sup>. Visiting quilters and non-quilters came from far and near to enjoy the show. We had a good variety of vendors, opportunity quilt ticket sales, a large Boutique of items made by our members, our Silent Auction and over 30 raffle baskets. We had a viewer's choice voting option as well.

Our thanks go out to our head Quilt Show Chairs, Ava Rossler and Denise Jolliffe. Also Louise Isabelle for the Boutique, Alma Martin for Raffle Baskets, Sharon Allard for the Silent Auction, Bev Abenante for White Gloves, Kathy Chapman for Admissions, Sharon Didden for Vendors and treasurer duties, and Barb Theriault for the Opportunity Quilt, Program Design and Show Advertising. Thank you to all the members who donated their time and talents into making this a successful show. Below are a few picture highlights of the Event. All the quilt photos will be shown on our website in the near future because there are too many to put into the newsletter.



Left - The lucky winner of our Opportunity Quilt was Samantha Watson who lives in Wisconsin and is the niece of Anne Koetter, one of our members. She recently got married and this will be a wonderful addition to their household. Congrats Samantha!



Our President – Karen Pilon Checking things out!



Our Quilt Show Chairpersons – Denise Jolliffe and Ava Rossler



Our Vice President – In charge of the Boutique, Louise Isabelle, along with one of her helpers, Raelee Russavage



Our Raffle Basket Chairperson – Alma Martin w/one of her helpers, Karen Greenberg



Some of the many areas of the Boutique!



Our Silent Auction – Gayle Keenan helping out!



Our Treasurer, Sharon Didden taking a little time out for shopping at one of our Vendors- Clermont Sewing & Quilting.

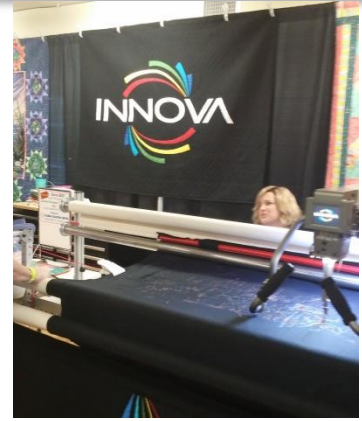
# November 1<sup>st</sup> and 2<sup>nd</sup>, 2019 Hernando Guild Quilt Show – Highlights - Continued



One of our Vendors – “Nana’s Quilt Shop,” Owners - Coleen Poole and Mary Russell.



Material Girlz owner giving a demo on “Snowball Block” with a new special ruler to two of our members – Sue Oxendorf and Renee Lowdenslager.



Innova – Long Arm Quilting Machines.

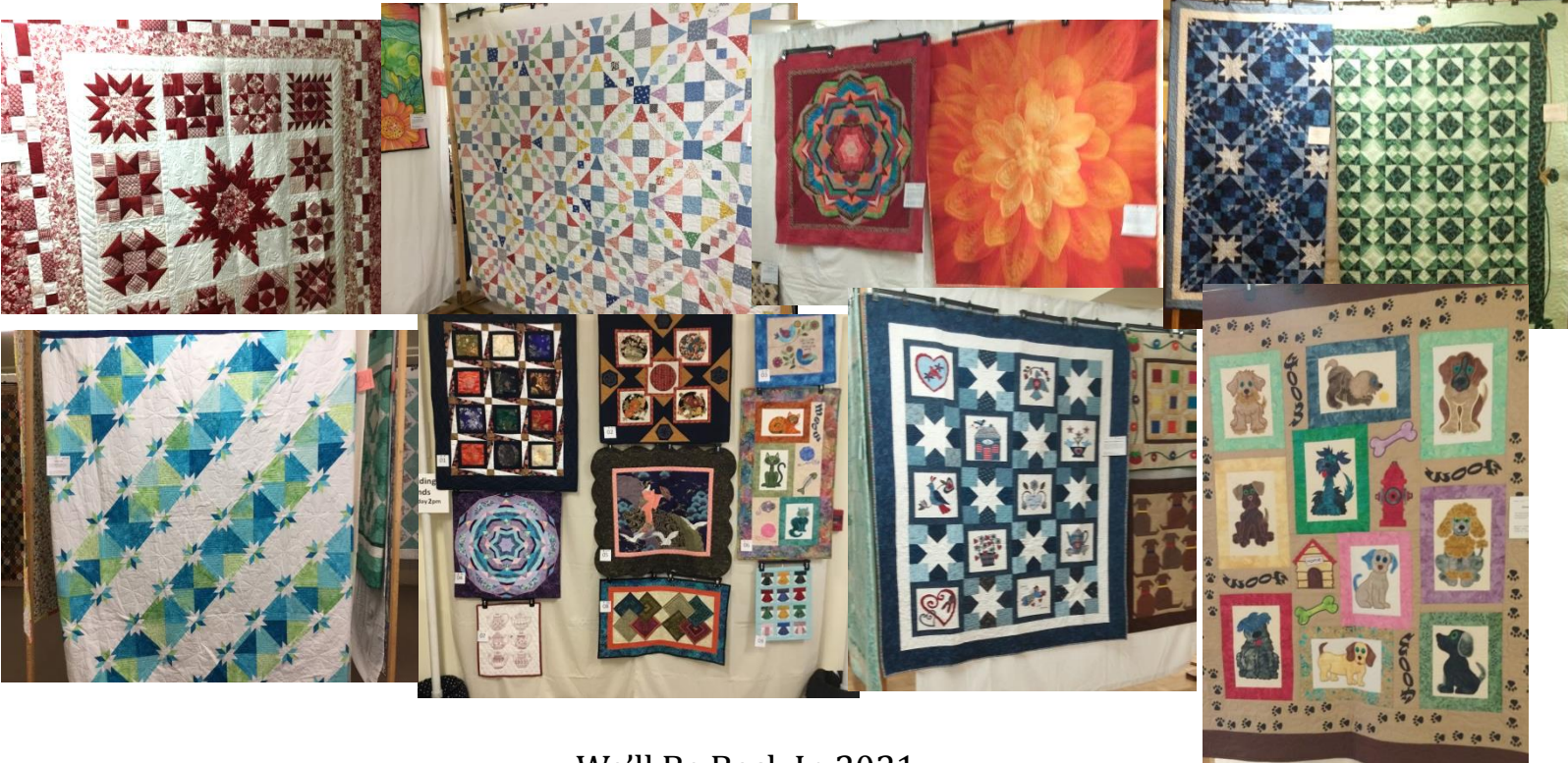


Another Vendor – Rachael from Quilted Twins. A very nice display of bargains and panels.



Another Vendor – Citrus Sew & Vac with several of their machines on display.

## Just A Few of the wonderful Quilts On Display



We'll Be Back In 2021





# Guild Events



## Annual Guild Christmas Luncheon – December 5th, 2019

The 2019 Christmas Luncheon was held on December 5th at R-Beach on Shoal Line Road. Everyone had a good time and it was great to be able to enjoy each other's company. We had a wonderful gift exchange and a 50/50 raffle. We would like to thank Louise Isabelle and Karen Pilon for putting this event together. Also a thank you to all the little elves who volunteered at door check-in. The team-work was great as usual. Here are a few photos.





# THIS & THAT



## Hernando Quilters' Guild – 2020 Annual Budget

HERNANDO QUILTERS GUILD, INC.  
2020 ANNUAL BUDGET - APPROVED BY MEMBERSHIP 11/21/2019

INCOME	ANNUAL	MONTHLY
MEMBERSHIP DUES (100 x \$25.00)	\$ 2,500.00	
50/50 RAFFLE	\$ 350.00	\$ 32.00
MYSTER GIFT	\$ 350.00	\$ 32.00
EDUCATION - Block of the month	\$ 70.00	\$ 7.00
EDUCATION - Class tuition	\$ 440.00	\$ -
EDUCATION - Mystery quilt (35 students @ \$5.00)	\$ 175.00	
ADVERTISING - Newsletter (8 ads @ \$25)	\$ 200.00	
CHARITY - Food Pantry = 0 balance account	\$ -	
RETREAT - \$5.00/attende for expenses (46 ppl)	\$ 230.00	
HOLIDAY LUNCHEON = 0 balance account	\$ -	
<b>TOTAL INCOME</b>	<b>\$ 4,315.00</b>	<b>\$ 71.00</b>

EXPENSES	ANNUAL	MONTHLY
RENT (9mos @ \$80 and 2 mos @ \$105)	\$ 930.00	\$ 85.00
COMM. LIABILITY INS.	\$ 550.00	\$ 48.00
FL DEPT OF STATE - Filing fee	\$ 80.00	\$ 8.00
EOY End-of-Year CHARITY (1 award of \$300.00)	\$ 300.00	\$ 28.00
CHARITY - Food Pantry = 0 balance account	\$ -	\$ -
BOD SUPPLIES (1 paper/1 ink x 5 Positions @ \$75/ea)	\$ 375.00	\$ 35.00
BOD Officer Pins - upon leaving office (\$10ea x 6)	\$ 60.00	
COMMITTEE SUPPLIES -1 paper/1 ink x 2 pos. @ \$75	\$ 150.00	\$ 14.00
EDUCATION - Teacher stipend = 0 balance acct.	\$ 440.00	\$ -
WEBSITE - Webmaster	\$ 135.00	\$ 13.00
WEBSITE - Website Host (pd in one 3yr contract)	\$ 114.00	\$ 11.00
WEBSITE - Website Name	\$ 15.00	\$ 1.00
BANK FEES - checking acct low bal fee \$12 x 2	\$ 24.00	\$ 2.00
NEWSLETTER - Printing 6 times (avg. issue \$30)	\$ 180.00	\$ 15.00
P.O. BOX RENTAL	\$ 112.00	\$ 11.00
QUICKEN SOFTWARE ANNUAL FEE	\$ 30.00	\$ 3.00
MYSTERY GIFT - purchases (\$20/month)	\$ 220.00	\$ 20.00
MERCHANT ACCOUNT - monthly service fee \$10	\$ 120.00	\$ 10.00
MERCHANT ACCOUNT - equipment rental \$10/mo	\$ 120.00	\$ 10.00
RETREAT - general expenses = 0 bal. acct.	\$ 230.00	\$ -
HOLIDAY LUNCHEON - 0 balance acct.		
HOLIDAY LUNCHEON - 6 awards/8.50 eac(term end)	\$ 51.00	\$ -
<b>TOTAL EXPENSES</b>	<b>\$ 4,236.00</b>	<b>\$ 314.00</b>

2020 Proposed Income \$4,315.00

2020 Proposed Expenses \$4,236.00

**Net Gain \$79.00**



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## Recipe Corner

### Berliner Cake

#### Ingredients

- ½ cup Margarine
- 1 Pkg. 8oz. Cream Cheese
- 1 ¼ cups sugar
- 2 Eggs
- 1 Tsp. Vanilla
- 2 Cups Cake Flour (or Wondra)
- 1 Tsp. Baking Powder
- ½ Tsp. Baking Soda
- ¼ Tsp. Salt
- ¼ Cup Milk

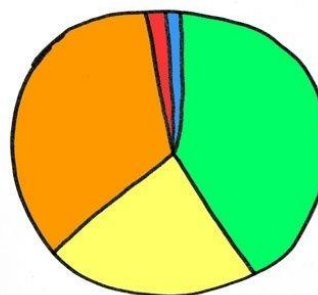
#### Crumb Topping:

- ¾ Cup Sugar
- 1 Cup Flour
- ½ Cup Soft Margarine
- 2 Tsp. Cinnamon (Optional)
- (Mix as pie Crust and set aside)

#### Directions

1. Cream softened margarine and cream cheese with sugar.
2. Add eggs and vanilla.
3. Add sifted dry ingredients. Alternate with milk. Pour batter into greased and floured 9 x 13 pan.
4. Sprinkle crumb topping evenly over top.
5. Bake @ 350 degrees for 35 minutes.

### THE CREATIVE PROCESS



- INSPIRATION
- WORK
- BINGE EATING
- DISCOURAGED NAPPING
- RANDOM INTERNET SURFING

This definitely describes my process working on our Guild Newsletters!

Signed Barb Theriault, your Editor!



# THIS & THAT - Continued



## History Of Feed Sacks

Feedsacks bring to mind poverty of the Great Depression but at the same time there is a romance to the idea that women could make something beautiful from something so mundane.

In truth feedsacks were used for sewing well before the depression and for several years after. The evolution of the feed sack is a story of ingenuity and clever marketing.

### From Barrels to Feedsacks

Initially farm and food products were shipped in barrels. Between 1840 and 1890 cotton sacks gradually replaced barrels as food containers. Many of the logos on the flour sacks were circular, a legacy from the time when these logos had to fit on the top of a barrel. Women quickly discovered that these bags could be used as fabric for quilts and other needs. Cotton had been king until the period of 1914 to 1929 when the price dropped out of the cotton market partially because synthetic fabrics like rayon became popular for dresses and undergarments. With the drop in the price of cotton even more companies began using cotton sacking as packaging.

### How to Get Rid of Those Durn Labels



Initially these bags were plain unbleached cotton with product brands printed on them. In order for women to use these bags they first had to remove the label. Housewives used such methods as soaking the brand in kerosene or rubbing it with unsalted lard then washing it with lye soap.

In spite of their efforts the entire brand label didn't always get removed and sometimes it didn't seem worth the bother, especially for making undergarments. As a result there are some amusing stories regarding feedsack underwear. "One young girl was out walking with her beau when she tripped and fell. Oh, how embarrassed she was when her betrothed noticed her under drawers imprinted with '**southern best!**' Another story was about a woman who made her husband's drawers from a flour sack and left the words '**self rising**' on the cloth."

### Manufacturers Finally See a Promotion Opportunity

It took a while for feed and flour sack manufacturers to realize how popular these sacks had become with women. Eventually they saw a great opportunity for promoting the use of feedsacks. First feed sacks began to be sold in colors then around 1925 colorful prints for making dresses, aprons, shirts and children's clothing began to appear in stores. Manufacturers began to paste on paper labels making it far easier to remove them.

By the late 1930s there was heated competition to produce the most attractive and desirable prints. Artists were hired to design these prints. This turned out to be a great marketing ploy as women picked out flour, sugar, beans, rice, cornmeal and even the feed and fertilizer for the family farm based on which fabrics they desired. Some sacks displayed lovely border prints for pillowcases like the above print. Scenic prints like the one below were also popular. Manufacturers even made pre-printed patterns for dolls, stuffed animals, appliqué and quilt blocks.



### Feedsacks Remained Popular Well After the Depression Years

We usually think of feed sacks being a way women provided clothing and bedcoverings during the economic hard times of the boll weevil depression in the south in the 1920s and the Great Depression that followed. But actually printed feedsacks were used for sewing from before these depressions to well after World War II. Even though the economy improved during the 1940s it was necessary to conserve because of the need for war supplies. Using feed sacks for sewing was considered patriotic and women still enjoyed finding attractive prints on feedsacks. Iowa quilter, Ethel Taylor Jordan, recalls how "*Papa couldn't go to the store and buy feed without one of us girls, if you were the one who needed material you were the one who got to go.*" Moreover if it was a long way to the store and a few sacks of flour were to be bought a fellow's wife or daughter might have had him move several 50 pound sacks of flour from a 6 foot high stack just so she could get the matching fabric she wanted.

By the 1950s paper bags cost much less than cotton sacks. Companies began to switch over to this less expensive packaging. To combat this the feedsack industry actively promoted the use of feedsacks in advertising campaigns and even a television special encouraging the use of feed sacks for sewing. Although feedsacks were gradually replaced by other materials as late as the 1960s the fabric sack industry tried to compete by offering novelty fabrics including rayon and blended materials.



# Advertising

Long Arm Quilting Service • Machine Embroidery Supplies

## Nana's Quilt Shop



Fabrics • Notions • Classes • Kits

Owners  
Coleen Poole  
Mary Russell

Monday - Friday 10-5  
Saturday 10-3  
nanasquiltshop.com

18851 Cortez Blvd.  
Brooksville, FL 34601  
352-796-0011

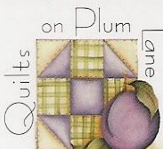


**Pat Wilkinson**  
pipsqeak@verizon.net  
www.quilttilyouwilt.net  
727-862-6141

9609 Fulton Ave  
Hudson FL 34667

Tues-Fri 10am-5pm  
Sat. 10am-3pm  
Fri 7pm-9pm

*Custom Machine Quilting  
Professional Embroidery*



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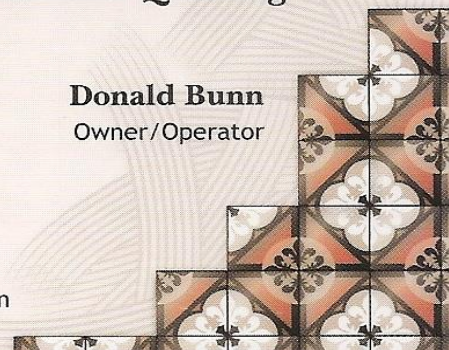
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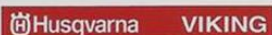
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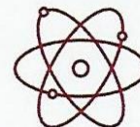
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