

Terry County Quilt Trail & Show

Terry County, located in the world's largest cotton patch, is home to the *first Quilt Trail in Texas!* Though popular in many other states, quilt trails are just getting started in Texas. After ours was in place, the Governor issued a proclamation requesting that the state's other 253 counties have one as well! All year long, locals and tourists can enjoy ten 7' x 7' painted quilt blocks around the county.

Warm and comfortable quilts are made by the Terry County Cotton Quilter's Guild as they quilt together monthly. They made the quilt displayed at the right. This group also hosts an Annual Quilt Show. In April 2010, 260 people came to view 183 quilts on display. Additional antique quilts were also on display at the Terry County Heritage Museum, 600 E. Cardwell.

Make plans to display your quilt at the next quilt show, April 15 & 16, 2011! Our show is an exhibition of contemporary and antique quilts; there is no entry or admission fee. It is held at 305 S. 5th St. in Brownfield. For more information, call 637-4060.



This quilt includes the Quilt Trail's ten blocks is on display at the Brownfield Chamber of Commerce, 221 Lubbock Rd.



Family and Consumer Sciences

Mary Collier, CEA-FCS
 Texas AgriLIFE Extension Service -
 Terry County
 209 S.5th St.
 Brownfield, TX 79316
 Phone: 806-637-4060
 Fax: 806-637-2588
 mmcollier@ag.tamu.edu
<http://terry-tx.tamu.edu>

Extension Programs serve people of all ages regardless of socioeconomic level, race, color, sex, religion, disability or national origin.
 The Texas A&M University System, U.S. Department of Agriculture, and the County



Promoting cotton through quilts

VOLUME 3, ISSUE 1

FEBRUARY 2011

FAMILY AND CONSUMER SCIENCES



The Cotton Trail Quilters of Terry County, pictured above, host an annual Quilt Show April 15 & 16, 2011. The short staple cotton grown in this area is used in the fabric of quilts. Quilts are also celebrated locally through the Quilt Trail, an agricultural tourism attraction. See page 4 for more information on both the Trail and Show.

INSIDE THIS ISSUE:

Quilting Tips	2
Care of Quilts— Cleaning	3
Terry County Quilt Trail and Show	4

I have filled [you] with the Spirit of God, with skill, ability and knowledge in all kinds of crafts.
EXODUS 31:3

Quilting in America™ 2010 survey shows industry worth \$3.6 billion annually

HOUSTON - Quilting enthusiasts spend almost \$3.6 billion annually on their passion, proof that the vibrant art of quilting is both alive and thriving in the United States, even in the face of the recent economic challenges all across the country. According to the just-released Quilting in America™ 2010 survey, enthusiasts' spending has increased by 9% since the release of the last survey results in 2006.

"I'll admit, I was concerned that the news might not look good given the economic realities," says Karey Bresenhan, President of Quilts, Inc., which produces the consumer show International Quilt Festival and trade show International Quilt Market. The company, along with the consumer magazine *Quilters Newsletter*, published by Creative Crafts Group, sponsored the independent survey. "But as a fifth-

generation quilter myself, I should have known better. *Nothing* keeps quilters from enjoying something that allows them to explore both their talents and their creativity."

The survey results showed that numbers were up from 2006 in several other categories as well. The number of U.S. households with a "Dedicated Quilter" (one who spends more than \$600 annually on quilting

Continued on page 2

Quilting in America™ Survey Results *continued from page 1*

supplies) is a little over one million (up 13%), and the average yearly expenditure is \$2442 (up 10%).

The survey also reflected that the total number of quilting households in the U.S. is 16.38 million - a 14% decline from 2006 - almost all of which is attributed to casual quilters whose interests encompass other crafts. While the Dedicated Quilter has continued to spend, the past three years of economic uncertainty have meant that the casual quilter has been less able or less willing to commit funds to a hobby. However, the average yearly expenditure among all quilting households is up 27%.

Quilting in America™ 2010 is the sixth in a series of studies done since 1994 with the intent of measuring the amount of time and money quilters spend on their hobby in addition to profiling the key segments of the market. The phases of the study were:

Phase I, administered by TNS Global, Inc., surveys 20,000 U.S. households to measure the incidence of participation and the dollar value of the quilting industry. This phase reported a 63% response rate in 2010.

Phase II, conducted by DP Research Solutions, surveys in-depth, 2,500 qualified "dedicated" quilters to learn more about them, their quilting habits and buying behaviors. This phase reported a 60% response rate in 2010.

Size of U.S. Quilting Market

- ◆ 14% of U.S. households are home to at least one active quilter.
- ◆ Total quilters in the U.S. now exceeds 21 million.
- ◆ Quilting households spent an average of \$219 in 2010, up 27% from 2006.
- ◆ Estimated total dollar value of the quilting industry stands \$3.58 billion.

Dedicated Quilters

Those households that spend more than \$600 per year on quilting-related purchases.

- ◆ Represent 6.2% of all quilting households, and account for 69% of total industry expenditures
- ◆ In 2010 dedicated quilters report spending a total of nearly \$2.5 billion.

Who is the Dedicated Quilter?

- ◆ Female
- ◆ 62 years old
- ◆ Well education (72% attended college)
- ◆ Affluent (\$91,602 HH income)
- ◆ Spend on average \$2,442 per year on quilting
- ◆ Quilting for an average of 16 years
- ◆ Quilting style: 44% prefer traditional quilts; 50% enjoy both traditional and contemporary styles

For more information, visit www.quilts.com.

Quilting Tips

- ✕ When starting a big project, be sure to put a fresh blade in the rotary cutter.
- ✕ Keep an old plastic container with a tight lid to dispose of used rotary blades. If these are thrown in the trash, someone handling the trash could cut themselves on the blade.
- ✕ Break big projects into smaller parts. Instead of saying, "I need to finish this wedding ring" say "I will work on the arcs."
- ✕ When considering fabrics for a quilt, observe them from across the room as well as up close.
- ✕ A simple rule of thumb: The more you love your design, the quicker you'll finish.



Care of Quilts—Cleaning

With the Spring upon us, you might be thinking of cleaning your quilts. Please review the information below compiled by the Nebraska Cooperative Extension Service.

I hope you are planning to bring your quilts to the Terry County Quilt Show in April! For more information on the Quilt Show, call 637-4060 or visit www.terrycountyquilts.com.

Mary Collier, CEA-FCS

To Clean or Not to Clean?



Quilts need special care in cleaning, but even professionals don't always agree on the best methods for

cleaning quilts or even whether it should be done. No two quilts are alike. Methods suited for cleaning one quilt may not be best for another. The fiber content, dyes, and construction make each one unique. Sometimes it may be advisable to clean a quilt. Usually it is best to leave it as is.

Deciding whether to clean a quilt involves careful thought. What is the fiber content? How is the quilt constructed? Can it withstand movement or agitation? Will the colors bleed or fade? How valuable is it to you? How will you feel if it is damaged by your choice of cleaning method? Do you have the equipment and space to clean the quilt? Improper cleaning can permanently damage your quilt.

Make your decision carefully. Very old, fragile, or valuable quilts should be cleaned by a professional textile conservator - not at home. Contact a local or area museum, university, or the American Institute for Conservation, 1156 15th Street NW, Ste. 320, Washington, DC 20005, 202/452-9545 for names of professional conservators in your area.

If you decide to attempt cleaning a sturdy quilt yourself, the following recommendations will serve as a useful guide.

Airing

A musty smell can often be diminished by airing quilts in a shaded area outdoors or in a well-ventilated area indoors. Place a large plastic sheet on the ground or floor, cover it with a clean white sheet, and then lay the quilt on top of the sheet for airing. Air quilts away from direct sunlight as direct sunlight or bright indoor light fades colors and weakens fibers.

Do not drape quilts over clotheslines. The yarns and fibers are strained, and the weight can break stitches or tear the fabric. Never beat or shake a quilt to remove dust.

Vacuuming

Small particles of airborne dust and dirt can abrade fibers and damage the quilt. They may be removed by vacuuming. Use a vacuum cleaner set on low suction, so that the quilt is not pulled into the nozzle. Vacuuming may

For more information on wet cleaning your quilts, visit <http://terry-tx.tamu.edu>

be the only safe method of removing soil - especially when dyes and inked signatures are not colorfast, when there are glazed finished or when fabrics are fragile. Even vacuuming may be too harsh for extremely fragile fabrics.

Lay the quilt on a smooth, flat surface. To prevent the quilt from being drawn into the vacuum head, choose a low suction setting and place a section of sheer polyester fabric or cotton cheesecloth over the vacuum nozzle. Using low suction, pass a hand vacuum cleaner nozzle above the quilt. Continue cleaning sections until the entire quilt is vacuumed. Repeat the procedure for the other side.

Identifying Fiber Content

Before attempting any type of cleaning, identify the fiber content of the top and backing; and, if possible, the batting, trim and thread. Generally old quilts were made from cotton, linen, wool or silk, or a combination of these prior to 1910 when the first manufactured fiber, rayon, was introduced. Interior batting usually is cotton, wool, or polyester.

For more information on wet cleaning quilts, call 637-4060 or visit <http://terry-tx.tamu.edu>.