

# BAY AREA WOODWORKERS ASSOCIATION

July, 1985 - Issue 7, Vol. 4 Box 421195 San Francisco, CA 94142

## THIRD THURSDAY PREVIEW

July's meeting will be hosted by Gary Carter at the Rose-Carter shop in the city. Our featured speaker will be BAWA's own Peter Good, who as many of you know creates exquisite doors. He will give us an illustrated talk on what he does, how he does it, and how he hangs 'em. Hopefully there will be an example of his work ready in time for the presentation. In the spotlight this month will be an upholstered chair by John and Carolyn Grew-Sheridan.

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Directions: From East Bay, cross the Bay Bridge; take the 5th St. exit north to Howard; left  $2\frac{1}{2}$  blocks to 1174. From Southern SF, exit at 7th St., north 3 blocks to Howard; left  $\frac{1}{2}$  block. From 280 north, take the 6th St. exit to Howard; turn left  $1\frac{1}{2}$  blocks. Phone 621-3054

Upcoming BAWA featured presentation:

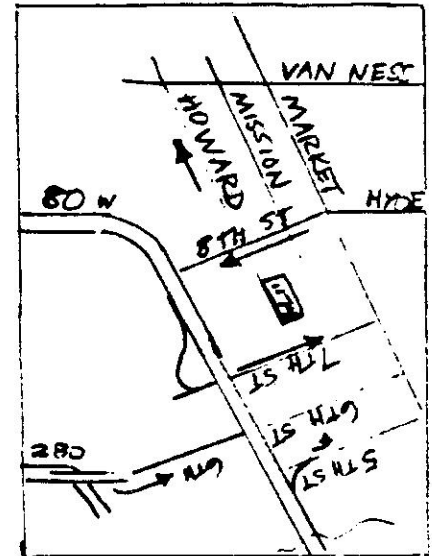
Sept. 19 general meeting, Art Carpenter of the Baulines Guild will address the meeting. If you have anything you'd specifically like him to talk about, he's open to suggestions. See the Chairman.

Oct. 17 meeting, Bob Kroll of Kroll Upholstery in SF will talk to us about the ins and outs of upholstery.

Executive committee notes:

The June executive committee meeting was held at Byron Montague's home in Berkeley. In attendance were Dick Taylor, Harry Feucht, Don Dupont, Byron, Cynthia Huntington and Craig Schiemann. Among the topics of discussion were ideas for upcoming general meetings, newsletter preparation, and a suggestion that BAWA take on a more promotional role by possibly sending out a mailer with a membership roster. Don inquired as to the state of the directory being assembled by Dick Taylor, as well as the supply source list, both of which should be ready by the next general meeting.

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THE JUNE GENERAL MEETING was held at Jim Tanner's shop in Oakland. Jim talked about his nifty fractional calculator, something we have all wished we had when confronted with subtracting  $5/16$  from  $39/64$ . Our presentation was by Marty Marantz and friend Clyde from Mohawk finishing products who gave us an in-depth demo on how to repair surface defects on furniture. General elections were held at which Dick Taylor handed over the gavel to Don Dupont. Other new BAWA officers are Harry Feucht, secretary, Frank Wallis who continues as treasurer, and Cynthia Huntington and Craig Schiemann who will be assisting staff members Kirk Beck and John Grew-Sheridan on the newsletter.

## PROMOTION COMMENTARY CONT'D

Which brings me back to Fine Woodworking. In response to this dilemma one question that I ask is whether the magazine has a special responsibility, beyond its present technical focus, to assist the professional woodworker who has labored to keep a tradition and business alive and also be a designer and artisan interested in more than the routine cabinetmaking.


Clearly I am implying that the answer is yes; that Fine Woodworking should do all that it can to illuminate and develop the best in woodworking, and that the publication should do more than it does now. The Design Books are a beginning but they are seen only by other woodworkers. What I suggest is that there may be a number of things that "our" magazine could do and do well in cooperation with us.

If nothing else the coverage of shows could be more extensive; that effort certainly isn't too much to ask and we have a responsibility here to get the photographs submitted. In addition Fine Woodworking could buy and build a corporate collection of large and small pieces for use and display in the office, as Esprit in San Francisco has done. Competitions could be created, perhaps in conjunction or collaboration with a major Arts institution, and the winning entries could be purchased.

It wouldn't be a bad idea if the magazine sponsored scholarships for apprenticeship training or grants for travel or advanced study for the pros. Staff members could lobby the National Endowment of the Arts to provide more grants to woodworkers.

Woodworkers aren't necessarily very good promoters, but publishers usually are. So why not consider Fine Woodworking Shows based on a selection process, perhaps the Design Books, that could be offered to furniture stores, department stores, shopping centers, or interior design centers? The shows could be regional or national in focus. Hopefully they would be different than the usual single weekend events, like the American Crafts Council fairs, that too often short-change the artisan furnituremaker.

There we have it, a few thoughts for the tenth anniversary of the publication that has done so much to help us learn our trade. A response from BAWA members is invited. If the members of other woodworking associations have something to add we will make space available.



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As an occasional advertiser in the classified pages of Fine Woodworking I am sent their promotional mailings. The magazine recently distributed what it calls the "Advertisers' Guide To Fine Woodworking - A \$646,000,000 Marketplace. The enormous size of that figure caught my attention.

The brochure highlights the findings of an independent subscriber survey. The data covers what you might expect: subscriber loyalty, age, areas of interest, attitudes, purchasing history (tools, machinery, etc.), household incomes, and other things.

For instance, the average subscriber is 46 years old, 98% are male (woodworking is still a man's world), 55% are college graduates, 81% own their own homes, which have an average value of \$123,000, and the average household income is \$46,246.

The survey differentiated between the amateur woodworker market and the professional woodworker market. Professional woodworkers represent less than 25% of the subscribers to Fine Woodworking. The amateur spends an average of \$1,148 per year on handtools, machinery, and materials. The professional spends an average of \$9,678 a year on handtools, machinery, and materials. 60% of the pros surveyed owned their own businesses.

I may be going off the deep end and I invite my woodworking friends to respond, but it seems to me that the average professional woodworker is probably making a lot less than that \$46,000. Judging by the \$9,678 for tools, machinery, and materials and the experiences of my friends and myself I think that our typical furniture and cabinetmaker is bringing in \$20,000 or less.

Despite our love of the work, and occasional hatred, day in and day out it is extraordinarily difficult to sell well-crafted furniture. The typical gallery and store mark-ups, while a necessary part of the retail world, often price us out of the market, and that market is getting more competitive.

The trade magazines reveal that foreign furniture production is building rapidly. As these furniture imports increase in volume there will be, there is now, tremendous downward pressure on prices in this country. This situation is good news for the consumer, but difficult for the woodworker.

The manufacturing facilities in Europe and Asia are reported to be far more modern and efficient than those in the U.S. The wages in the Asian Pacific Rim for workers in furniture factories are \$1.75 to \$1.90 per hour for a six day week in a year without vacations and in an economic and political environment without unemployment, medical, or disability insurance, or the legal right to strike. However, it should also be pointed out that labor costs with good fringe benefits in Europe are higher than here and that furniture still undercuts the American product.

The American woodworker is going to have to present something special and in a unique way, and it isn't going to be easy. And it may be nearly impossible. After all, 30% of the products sold in this country are now manufactured elsewhere. What seems to be at stake, unless I inflate the problem, is the preservation of the American professional woodworker and creative efforts are going to have to be made. We are all going to have to work smarter, because we are now working too much for too little.

Continued on next page.

**INTERIOR FINISH CARPENTRY WORK AVAILABLE:**

BAWA received a letter from Richard GARY Shinn, 6247 Wasatch Way, Sacramento, CA 95842. Phone (916) 331-3903. He is trying to assemble a "top notch interior finish carpentry team" to work on several megadollar houses in Tiburon mid-August 85 through Feb. 86. He says it is very interesting and rewarding work. If interested call or write to him.

**WANT ADS:**

For Sale -- Ulmia Mitre Box 24" 100.00      Shopsmith Jig Saw with motor and stand 170.00  
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T-Shirts are still available and a great deal at \$5.50. See Mike Laine.

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The "NEW FURNISHINGS" survey of Post-Modern Bay Area furniture design continues at the Triton Museum through July 28th. The Museum is on Warburton Avenue in the Santa Clara Civic Center. Several BAWA members are in the show. The Museum hours are Tuesday through Friday, 12-4 and Sat. and Sun. 12-5. Admission is free. (408) 247-3754

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THE BAULINES GUILD and invited artists will be exhibiting at the Showplace Square Summer Market, July 14th - 18th, in SF. The main event will be a Fine Crafts Exhibit and Reception July 17th from 4-6 pm at 200 Kansas that will follow a 9 am lecture in the Galleria by Jack Lenor Larsen, designer and American Crafts Council president. This exhibition of the work of 100 artists and artisans will be open to the public from 9 am to 5 pm on July 20th and 21st. A \$3.00 donation to benefit the educational activities of the Baulines Guild will be requested at the door.

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### BAWA DATA

The Bay Area Woodworkers' Association is an organization of woodworkers who have banded together to promote woodworking in both technical and aesthetic directions. This newsletter is a monthly publication intended to serve as a communications vehicle and a source directory for the membership of this Association.

Membership dues are \$20/year, for which any member may participate fully in the Association, in accordance with the guidelines set forth in the By-Laws. This includes voting power on any issue brought before the membership for a vote, notification of the monthly shop talks and demonstrations put on by the Association, receipt of this newsletter each month, and privilege of participation in any special discount programs sponsored by local businesses in conjunction with this Association.

Checks for membership dues may be made out to the Bay Area Woodworkers' Association and sent to, P.O. Box 421195, San Francisco, CA 94142. Membership cards will be issued to all members in good standing.

Copies of the By-Laws are available at all monthly meetings, or can be requested by mail.

The monthly shop talks and demonstrations are held on the third Thursday of each month at 7:30 p.m., at a location announced both in the newsletter and at the previous meeting.

The monthly executive committee meetings are held on the fourth Thursday of every month, and are open to any interested members. To arrange attendance, contact any member of the executive committee by telephone or the address given above.

BAY AREA WOODWORKERS ASSOCIATION  
P.O. Box 421195  
San Francisco, California  
94142

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