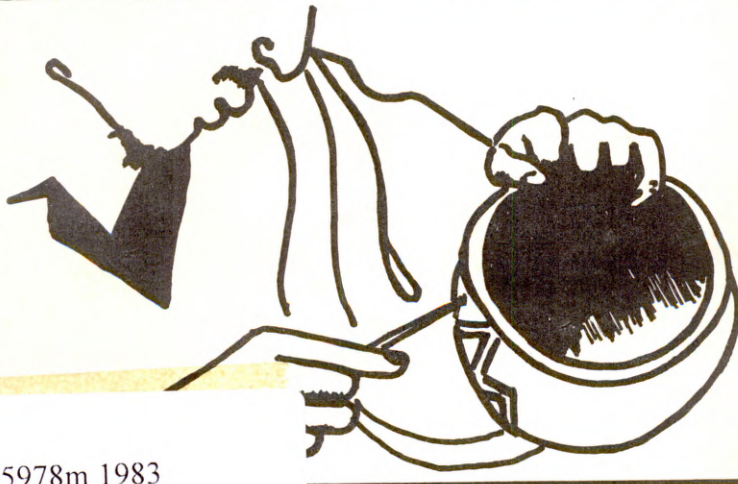
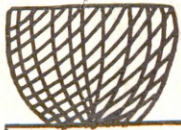


MARKETING HINTS

FOR JAMAICAN CRAFT- WORKERS



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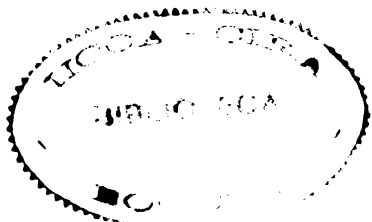
things jamaican Ltd.



INTER-AMERICAN INSTITUTE FOR COOPERATION ON AGRICULTURE

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1995



C.P.A. 630 I.S.M.A. 1951

MARKETING HINTS
FOR
JAMAICAN CRAFTWORKERS



Prepared by
Things Jamaican
Bumper Hall Road
Kingston

and

Inter-American Institute for Cooperation on Agriculture
37 Lady Musgrave Road, Kingston 6

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contents

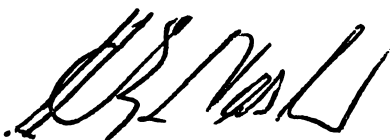
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INTRODUCTION

This booklet was prepared with the Jamaican craftworker in mind. It complements Things Jamaican's efforts to improve the quality, variety and quantity of Jamaican craft products, and in this way contributes to the development and well-being of craftworkers as part of the rural population.

We would like to thank all the individuals who participated in making this booklet a possibility, only some of whom are mentioned on the final page. Most importantly, we would like to thank the 650 craftworkers in the 13 parishes who helped to provide suggestions for the content of this booklet.



Hugh Nash
Managing Director
Things Jamaican Ltd



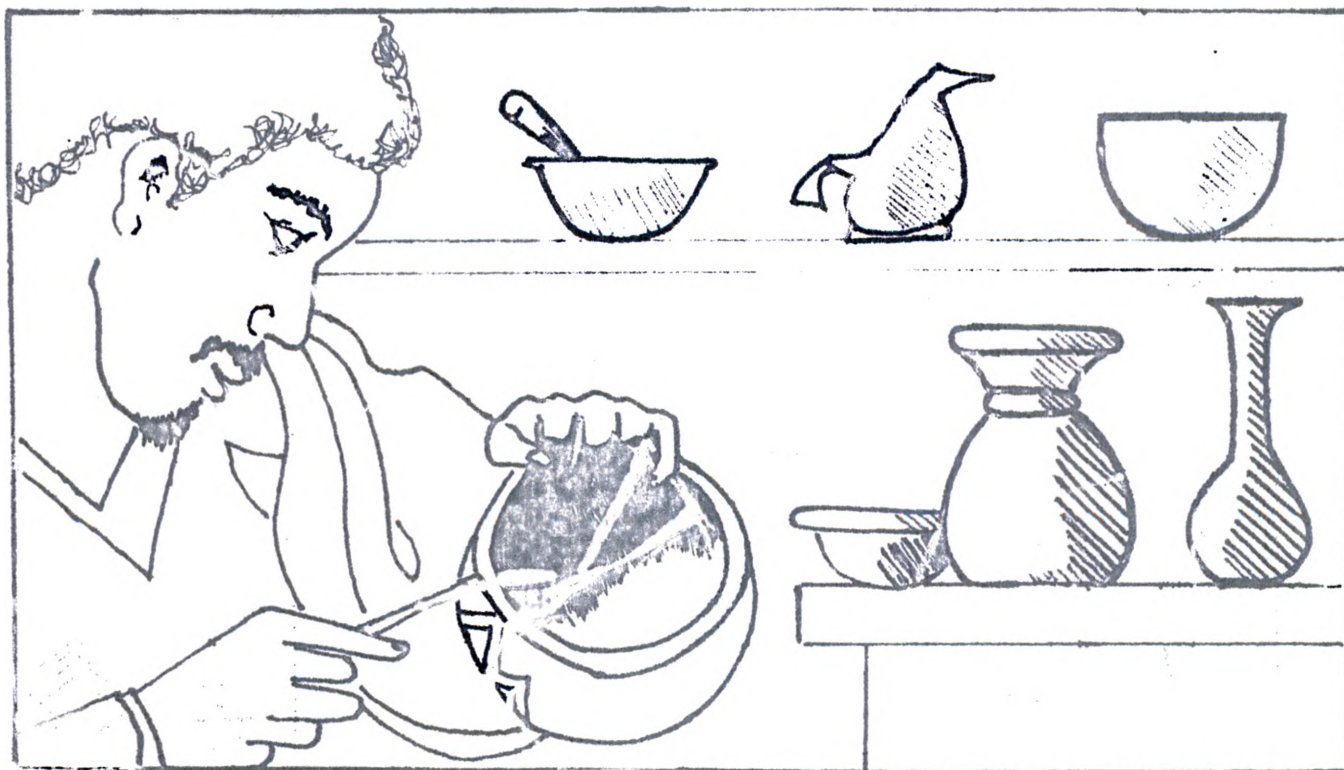
Claude F. Brouillard
Caribbean Area Director
Inter-American Institute for Cooperation on Agriculture

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ARE YOU

a CRAFTWORKER ?

- Are you a person with a special talent?
- Are you a person with great discipline and dedication?
- Are you a person who has decided to make a living producing high quality useful items for people to buy and enjoy?



WHO is a CRAFTWORKER ?

A Craftworker is not:

- A person who cannot find a job doing anything else
- An uninspired, unskilled person
- A person who cannot appreciate beautiful things

A Craftworker is:

- A person with a special talent
- A person with great discipline and dedication
- A person who has decided to make a living producing high quality, useful items for people to buy and enjoy



Let's Talk About Ourselves as Craftworkers

some questions:

some answers:

1. Why have you become a craftworker?
(put your answer here)

.....

2. Why is this important to Jamaica?
(put your answer here)

.....

3. Can you make a living by making
and selling craft?
(put your answer here)

.....

4. How can you make a reasonable
profit within a reasonable
period of time?
(put your answer here)

.....

- * To earn a living
- * To become independent
- * To be creative
- * To improve ourself and our country
- * To learn to do new things

- * To earn foreign exchange
- * To share Jamaican culture
- * To improve the standard of craft in Jamaica

- * Yes
- * Sometimes
- * Almost always
- * Usually not

- * Making more craft
- * Making better quality craft
- * Buying raw materials as a group
- * Marketing craft as a group

Thinking about your CRAFT

Before marketing your product, think a bit about your craft item.

Ask yourself some of these questions:

* Would you buy your own craft?

Yes No May be

Why.....

* Is your craft of good quality?

Yes No May be

Why.....

* Is it packaged attractively?

Yes No May be

Why.....

* Is your label attractive?

Yes No May be

Why.....

* Does your label tell a story?

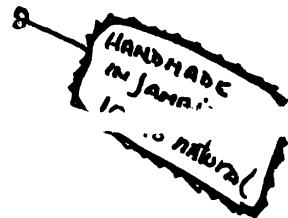
Name of person or group who made it

Made in Jamaica

Village and Parish where it was made

"Made by hand" (if it is)

Made of natural raw material



Calculating the Price of your Craft

Many craftworkers put a price on their craft without actually calculating the cost of producing it. The next pages will help you to learn how to calculate the price of your craft. Read through the example on the opposite page, and then calculate the price of your craft, using the explanations and instructions given below, and putting in the figures in the blank spaces on page 8.

1. RAW MATERIALS includes the wood, straw, cloth or other basic materials you use to produce your craft. In the first blank on page 8, put the cost of your raw materials for 1 week of production.
2. LABOUR includes your time and the time of those working for you. Multiply the hourly pay by the number of hours worked in a week and put this total in this blank.
3. PACKAGING & LABELLING cost for 1 week's production should be calculated and put in this blank.
4. TRANSPORTATION costs for buying raw materials and both going to market your craft and returning, should be calculated and placed in this blank.
5. TOTAL DIRECT COSTS will be had by adding numbers 1-4 together.
6. ITEMS MADE place the number of craft items made in the week here.
7. DIRECT COST PER ITEM divide number 5 (total direct costs) by number 6 (items made) to obtain this.
8. INDIRECT COSTS include rent, electricity, tools, marketing time, receipt books, etc. These cannot be calculated for each craft item so 33% or $\frac{1}{3}$ is taken of number 7 (Direct cost per item)
9. PROFIT 20% of $\frac{1}{5}$ of number 7 (Direct cost per item) is recommended. You may try to get more or have to settle for less.
10. ASKING PRICE PER ITEM is obtained by adding number 7 (Direct cost per item) and number 8 (Indirect cost) and number 9 (Profit).

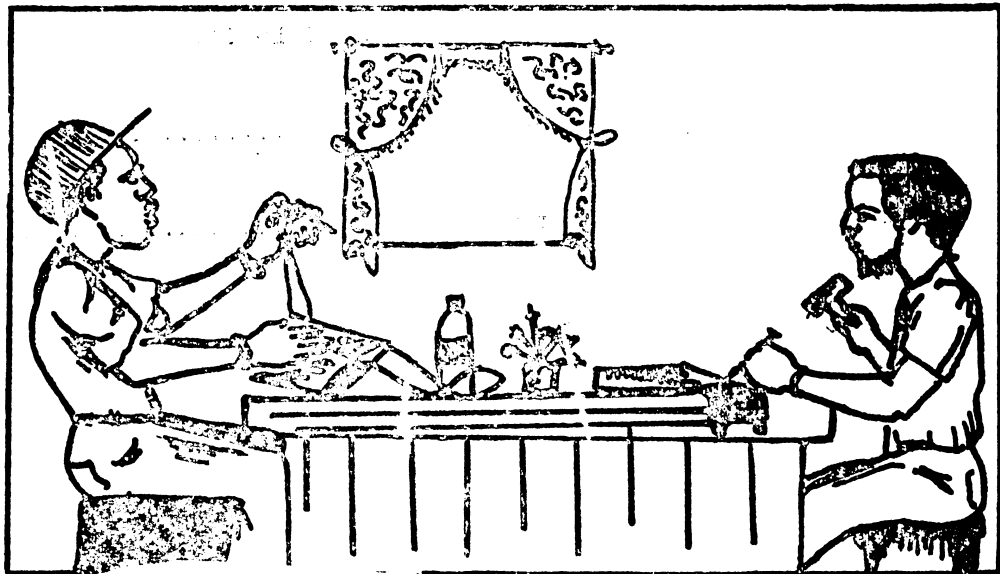
example:

A basket weaver learned how to calculate the price of his basket by doing this same exercise. His pricing sheet looked like this:

	\$	
1. RAW MATERIALS.....	50.00	
2. LABOUR (\$10.00 a day x 5 days).....	50.00	
3. PACKAGING & LABELLING.....	5.00	50.00 50.00 5.00 105.00
4. TRANSPORTATION COSTS (both ways).....	10.00	105.00
5. TOTAL DIRECT COSTS (Add numbers 1-4).....	115.00	
6. NUMBER OF ITEMS MADE.....	25	$25 \overline{)115.00}$ 100 150 150 ...
7. DIRECT COST PER ITEM (Divide number 5 by number 6).....	4.60	150
8. INDIRECT COSTS (33% or 1/3) (Divide number 7 by 3).....	1.53	$3 \overline{)4.60}$ 1.53
9. PROFIT (20% or 1/5) (Divide number 7 by 5).....	.92	$5 \overline{)4.60}$.92
10. ASKING PRICE PER ITEM (Add numbers 7, 8 and 9).....	7.05	4.60 + 1.53 + .92 + <hr/> 7.05

YOUR PRICE CALCULATION ON THIS PAGE:

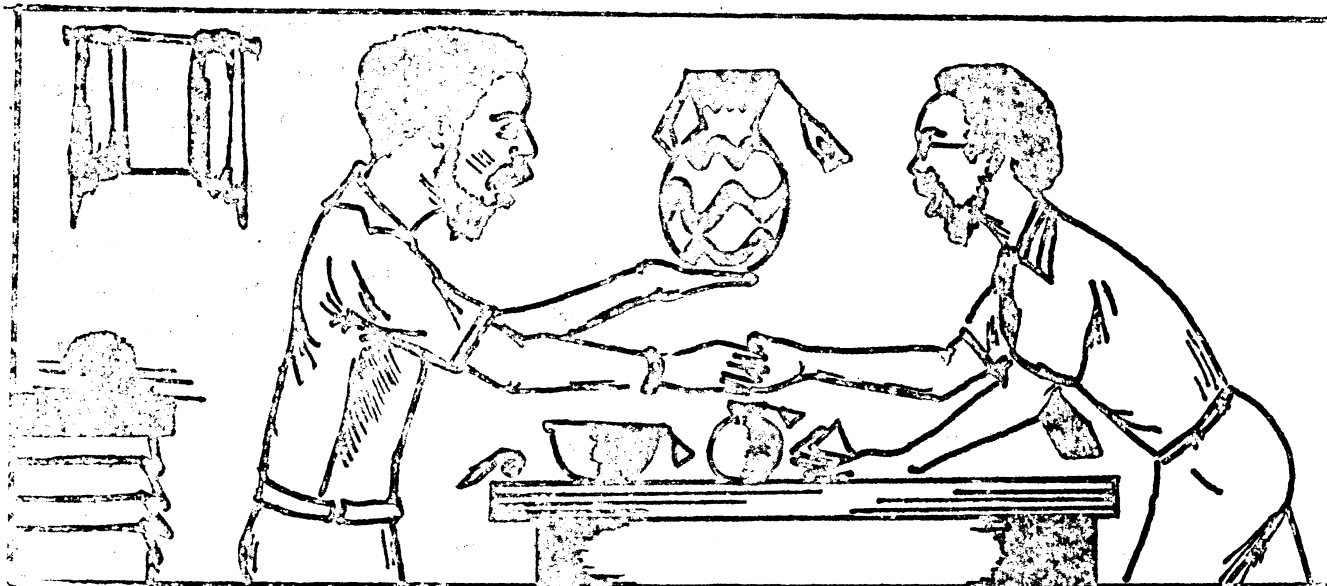
1. RAW MATERIALS.....
2. LABOUR.....
3. PACKAGING & LABELLING.....
4. TRANSPORTATION COSTS (both ways).....
5. TOTAL DIRECT COSTS (Add numbers 1-4).....
6. NO. OF ITEMS MADE PER WEEK.....
7. DIRECT COST PER ITEM (Divide number 5 by number 6).....
8. INDIRECT COSTS (33% or 1/3) (Divide number 7 by number 3).....
9. PROFIT (20% or 1/5) (Divide number 7 by number 5).....
10. ASKING PRICE PER ITEM (Add numbers 7,8 and 9).....



Doing the Marketing

Here are some points to remember:

- ◊ Carry your samples or sale items in a clean, well-labelled box or bag.
- ◊ If you made an appointment, be on time.



- ◊ Act business-like: shake hands, speak clearly, state your reason for being there.
- ◊ If the person you must see is busy with customers, await your turn.
- ◊ Be tidy and pleasant
- ◊ Be willing to discuss your craft item, such as changes in design, packaging, labelling and price
- ◊ If you have few buyers, try to find out why. Ask both vendor and customer how you can make your craft item more attractive.
- ◊ Carry and use a notebook for listing orders, as well as a receipt book for listing payments received.

Marketing is a Part of your Business

A craftperson is a business person. This is true because you produce an item to sell for a profit. It is therefore important for a craftperson to give the impression of being a serious business person as well. (Being a good business person means keeping good records and accounts).

Your receipt book can be used to show you how much you make each week, month and year. Do you know if you made more last month than the month before? A receipt book, when properly kept, will give you the answer. On the next page you will find an example of a receipt which has been completed in hand-writing in the places where you would write.

Your order book will show you who your largest customers are, and how often they buy your craft. The person you think is your biggest buyer may not be. Your order book will give you the right information and, of course, it will let you know easily which orders are due on which date. See the example on the next page.

Your account book provides you with your own personal record of your finances. As in the example on the next page, you use it to record both money received and money paid in order to know what the balance is. This information is for your use alone; until you keep these kinds of records, you don't really know how much you're earning, do you?

What do you do when you are paid with a cheque? Sometimes, if you refuse to take it, you can lose the sale. The solution is to open a savings account. Visit the bank nearest your home and they will tell you how to do this. Then you can deposit any cheques you receive into your new account, and withdraw your money when you need it.

Orders for your craft should be filled exactly, maintaining quality, and on time. If you are unable to deliver a complete order, deliver what is made. If you are unable to deliver personally, send a friend or a relative. Maintaining a good relationship with your customer is very important.

Collecting payment for your orders must be done regularly and on time. Be polite when you collect and appear on the day agreed upon. Take your order book and receipt book to keep accounts straight. Try to get a new order when collecting payment. And, if you have taken materials on credit, pay for them promptly. For information on where to get more business advice, see the listing on page 13.

RECEIPT

Date. June 6, 1983.

Received from... Neville Johnson
 the sum of Forty-five dollars \$ 45.00

Richard McKenzie

← Name of person giving you money

← Sign your name here

ORDER BOOK				
Order Date	Name & Address	Items	Prices	Due Date
8/6/83	Mrs. Ivy Jones	25 hamper baskets	\$15 ea.	29/6/83
	39 Hope Rd, Kingston	20 wicker baskets	\$250 ea.	8/7/83
8/10/83	Mr. D. Miller	100 wicker mats	\$14 ea.	8/11/83
	Americana Hotel			
	Ocho Rios			

ACCEP.T BOOK								
Month	Date	Particulars	\$		\$		\$	
			Receipts	Payments	Balance			
			Money Received	Money Paid out	Balance in Account			
March	26	For 6 embroidery kitchen towels	30 00	- -	30 00			
March	30	Paid for 4 yds fabric	- -	14 00	14 00			
April	15	For 1 crochet blouse	35 00	- -	49 00			
April	20	Paid for 2 balls crochet thread	- -	13 00	35 00			

← This is your balance

When Things Go Wrong

With Marketing

As in any other business, the way you market your craft may not produce good results, i.e. you may not make a reasonable profit in a reasonable period of time. You may experience very poor sales or no sales at all. There are always reasons for things going wrong and sometimes we can do something about it, as in the following:

reasons:

- * Prices are too high
- * Poor quality of craft, or packaging or labelling or all three
- * Lack of exposure leading to lack of demand for craft
- * Poor location for sales
- * Partially, unattractive item or design
- * Craft item too similar to others
- * General finish of craft item poor and unprofessional

what to do:

- * Reduce price, if possible
- * Improve quality of craft, or packaging or labelling or all three
- * Try to reach more shops
- * Try different types of shops (eg. pharmacies)
- * Make small changes in craft (eg. colour, size)
- * Change to another craft item entirely
- * Improve quality of finish and handwork

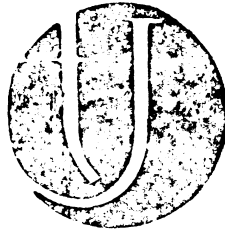
Where To Get Help

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✓ <u>Things Jamaican</u> : for craft production skills and marketing.....	14
✓ <u>National Development Foundation (NDF)</u> : for loans and business advice.....	16
✓ <u>Jamaica National Investment Promotion Limited (JNIP)</u> : for business management, loan packaging, and marketing.....	17
✓ <u>Small Business Association</u> : for business advice and assistance in several areas, particularly for small business people.....	18
✓ <u>Bureau of Standards</u> : for detailed description of requirements to be met by particular goods, practices or processes...	18
✓ <u>Quality craftworkers</u> : for exchange of information and ideas on your particular craft.....	19



Things Jamaican Ltd.

Spinning, Weaving, Pewter, Ceramics,
Embroidery, Leather, Straw, Bamboo,
Alabaster



Bumper Hall Road
Kingston

WHAT IS THINGS JAMAICAN?

* A government agency working with craftworkers and craft
in 2 main areas:

1. Buying and selling high quality craft
2. Training advanced craftworkers and teachers
of craft in design, production and marketing

WHAT DOES THINGS JAMAICAN EMPHASIZE?

- * craft products should be of high quality
- * craft products should be made of natural raw materials
- * craft products should be neither over-priced nor under-priced
- * craft products should be related to historic periods and cultural influences in Jamaican life, such as:

"Arawak Indian Influence" - 'Coyaba Line'

"Spanish Period" - 'Seville Line'

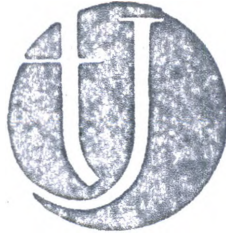
"English period" - 'Fort Royal Line'

"African Influence" - 'Maroon Line'

"Today's Influence" - 'Contemporary Line'

Things Jamaican Ltd.

Furniture, Weaving, Pewter, Ceramics,
Embroidery, Leather, Straw, Bamboo,
Alabaster



Bumper Hall Road
Kingston

HOW DOES THINGS JAMAICAN RATE CRAFT?

* By using a 5 star rating system:

* * * * * 5 star: Excellent

* * * * 4 star: Fine

* * * 3 star: Just passing

Festival Medal
Equivalent

Gold

Silver

Bronze

At this point Things Jamaican will take your craft and work with you to improve it.

* * 2 star: Not good

* 1 star: Poor

HAS THINGS JAMAICAN RATED YOUR CRAFT?

Yes

No

WHAT WAS THIS RATING?

Star



LOANS FOR CRAFTWORKERS
FROM THE NATIONAL DEVELOPMENT FOUNDATION

YOU QUALIFY IF:

1. You operate a small business of any type, except agriculture;
2. You want to start a new business;
3. You do not qualify for bank loans;
4. You do not have assets in excess of \$50,000, that is you own machinery, equipment, stock and cash amounting to under \$50,000 (do not include land or home)
5. You are willing to accept technical assistance;
6. You are committed to the project on a full-time basis now or in the near future.

WHAT IS THE NATIONAL DEVELOPMENT FOUNDATION? (NDF)

The NDF is a financial institution which assists in developing very small business enterprises

The NDF is not a government organization.

It is supported by the Small Businesses Association and large business organizations.

It helps small business people to set up cash books, manage money and operate more efficiently and profitably.

WHO CAN BENEFIT FROM THE NATIONAL DEVELOPMENT FOUNDATION?

The NDF will help small people who cannot get a loan from a bank.

The NDF helps all types of manufacturing or service business except agriculture.

SECURITY

Although collateral is not absolutely necessary to obtain a loan, we accept security such as household furniture, equipment, comprehensively insured motor vehicles, property titles or guarantors.

In addition to the above, character, skills, initiative and experience will be taken into consideration in recommending a loan.

THE NDF IS FOR YOU!
VISIT OUR OFFICES AT
2 TRAFALGAR ROAD TODAY OR
CALL US AT 77638 OR 77642

JAMAICA NATIONAL INVESTMENT PROMOTION LIMITED

Jamaica Development Bank Building
15 Oxford Road, Kingston 5
Telephone: 929-7190-5, 929-8235, 929-8217
Telex 2222 JANIPRO



OUR SERVICES INCLUDE:

Business Advice

For general advice and counselling on the requirements necessary for doing good business, including accurate evaluations of your business proposals to determine their economic and financial viability.

LOAN PACKAGING

Precise instructions and assistance with all your business plans:

- * loan applications
- * personal financial statements
- * lines of credit
- * sources of foreign exchange
- * financial projections
- * cash flow analysis

We will also conduct a detailed review of any proposed venture, determine its capital requirement, refer you to an appropriate funding agency and establish contact for you within that institution.

The prospect of running your own business may seem formidable, but at JNIP we'll show you how.

The Small Business Services of the JNIP are designed to help you find the solutions to your problems. With expert advice and an experienced staff of professionals we help you find the path to financial success.

MANAGEMENT

We can provide your business with management and technical service. We can also furnish you with all the necessary information on record keeping, human relations and supervisory techniques.

MARKETING

We will work with you on your specific problems and help you to find that important marketing plan. We will help you develop sales promotions techniques; identify sources of raw materials, equipment and packaging; and we can put you in touch with distributors, retailers and wholesalers. We will even work with you to develop customer/client lists.

SMALL BUSINESS ASSOCIATION OF JAMAICA

2 Trafalgar Road, Kingston 10

SBAJ

The Small Business Association of Jamaica is a non-profit, non-government organization which seeks to encourage and develop small business throughout the island, and includes in its membership ALL categories of small business in Jamaica.

The benefits received by the SBAJ include among others, free advice on various government regulations, assistance by means of bulk purchase of raw materials, providing information about sources and outlets for goods and services, and business service to its members who require it.

The SBAJ is the only association which represents practicing small business people in Jamaica and is an important source of information and advice, as well as an important medium through which small business people can seek solutions to their common problems.

JAMAICA BUREAU OF STANDARDS

6 Winchester Road, Kingston 10
Telephone: 63140

JBS

The Bureau of Standards was established by law to promote higher standards in goods, practices and processes. It therefore prepares detailed descriptions of requirements to be met and encourages producers to make good quality items to meet consumer demands at home and for export.

The Bureau is working towards developing a number of standards for the guidance of both consumer and producer, and ultimately towards a Standard Mark of approved quality for manufactured goods. This institution is of particular importance to craftworkers involved in the business of food preservation and preparation.

THE SOCIAL DEVELOPMENT COMMISSION

3-3A Richmond Avenue
Kingston 10
Telephone: 92-68000-2

The Social Development Commission has been the pioneer of community development in Jamaica. In fact, the contemporary and professional approach to Social Group and Community work in the country began with the establishment of Jamaica Welfare Limited in 1937.

The organization, through its many programmes, has built up considerable resources in communities islandwide, mainly in the areas of social organization, voluntary leadership and a trained Youth Section.

The following programmes form the core of the Commission's activities at the present time:-

1. Youth and Community Development Division

(a) Skills are taught in Straw Craft, Needle Craft, Home Economics, Family Life Education, Personal Development, Recreational Activities etc.

(b) Youth Club Programme

There are one thousand, two hundred and thirty seven (1,237) Youth Clubs with fifty three thousand (53,000) members islandwide.

2. Agricultural Programmes Division

This is essentially a settlement project directed at encouraging young people in agricultural endeavours.

3. Youth Camps

At present there are five Youth Camps administered by the Commission. These camps provide a wide range of vocation subjects, counselling and training in social skills for young people between the ages of sixteen and nineteen.

4. The Jamaica/UNICEF Basic Services for Children Project

This is an integrated rural development effort being implemented in sections of St. Thomas and Clarendon on an experimental basis.

5. Youth Centres

The Youth Centres run a non-residential vocational education programme of twelve months duration. Currently an estimated two thousand five hundred (2,500) young people are receiving training in these institutions.

Much of the resources of the Commission are now being mobilised to develop a viable market network for the sale of a variety of craft items produced in the Community Centres throughout the island. Parish Flea Markets have been organised towards this end.

It is important that outlets be developed for the craft items produced in CDC Centres:

- (a) to build a viable craft industry;
- (b) to provide regular income for trainees as well as to identify and utilize the creative energies of people.

Much of the craft goods being produced locally are currently on display in Venezuela and New York, and are scheduled to go to Atlanta, Georgia in a concerted attempt to establish an export market for Jamaican craftwork, thus earning much needed foreign exchange for the country.

H. E. A. R. T. TRUST

16 Oxford Road
Kingston 5
Jamaica W.I.
Tel: 92 93412, 93415, 93418

WHAT IS H.E.A.R.T.?

H.E.A.R.T., the Human Employment and Resource Training Programme is designed to provide training and employment for several thousand young people each year.

In its initial stages the programme will encompass a skill training and employment programme for secondary school graduates between the ages of 17 and 20 who are not employed or pursuing higher education, but who have at least two (2) passes in national and/or international examinations. This programme involves training at the workplace in a variety of commercial technical and entrepreneurial skills, and formal classroom training.

H.E.A.R.T. has five sectors namely:

- School Leavers
- Building skills
- Agricultural Skills Training
- Apparel and Sewn Products
- Craft Training

H.E.A.R.T.'S INVOLVEMENT IN CRAFT TRAINING AND
APPAREL AND SEWN PRODUCTS TRAINING

The Trust, together with Things Jamaican, the Jamaica Cultural Development Commission, the Social Development Commission, the Ministry of Industry and Commerce (National Industrial Development Company), and the Jamaica Industrial Development Corporation oversees programmes to train and update the skills of craftworkers

The ultimate aim is to -

Improve Jamaica's position as a manufacturer of quality craft work for export and the tourist industry. Courses run for an average of three months each, and assistance is also given to trainees to find employment in the craft and garment industries.

The areas of training so far for both sectors include:

- *** Garment Manufacturing
- *** Hand Smoking
- *** Machine Embroidery
- *** Glove Manufacturing
- *** Jippi Jappa Straw Craft
- *** Hamper Basket Craft
- *** Hand Lace

For more information contact:

The Co-ordinator
Apparel & Sewn Products and Craft Training
The H.E.A.R.T. Trust
16 Oxford Road
Kingston 5

Telephone: 92-95794
92-95795

QUALITY

CRAFTWORKERS

A special listing of craftworkers whose work has achieved 3, 4 and 5 star rating by Things Jamaican. (5 star is the highest rating).

Name	Address	Product
<u>CLARENDON</u>		
Imogene Anderson	Sandy Bay District, Green Bay P.A.	Basket
Prudence Anderson	Lodge District, Sanguinetti P.A.	Hand embroidery
Ethel Bailey	Sandy Bay District, May Pen P.O.	Basket
Stanley Bailey	Sandy Bay District, Free Town P.O.	Basket
Dothlyn Baker	Sandy Bay District, Free Town P.O.	Basket
Hyacinth Bartley	32 Rectory Road, May Pen P.O.	Crotchet
Lorna Brisco	Rose Hill District, Summer Field P.A.	Embroidery
Angella Bryan	Donald Sangster Community, Summer Field P.A.	
Edna Bryson	47 Chapleton Road May Pen P.O.	Crotchet
Doreen Clarke	Green Bottom, Palmers Cross P.O.	Machine embroidery
Junior Cummings	Pennants District, Pennant P.A.	Bamboo Basket
Arthur Douglas	Kellit's District, Kellit's P.O.	Banana bark floor mat
Henrietta Drummond	Pennants District, Pennants P.O.	Embroidery
Elsada Duffus	Free Town District, Free Town P.O.	Basket
Evadne Foster	Portland Cottage P.A.	Place mats, purses, shopping bag
Joy Gibson	Social Development Commission, May Pen P.O.	Hand and machine embroidery
Pamella Gilbert	Denbigh P.O. May Pen	Embroidery
Rhona Gordon	Fearon District, Sanguinetti P.A.	Embroidery
Patrick Green	Rose Hall District, Denbigh P.O.	Waste paper basket (bone)
Norma Hamilton	West Park Community Centre, May Pen P.O.	Crotchet
Cynthia Harrison	5 Brocks Avenue, May Pen P.O.	Machine embroidery
Inez Henderson	Cedar Valley Community Centre, May Pen P.O.	Hem stitching
Eunice Henry	Ballards River District, Pennants P.A.	Crotchet
Eva Henry	Effortville P.A., May Pen P.O.	Straw
Claire Howell	Summerfield Community Centre, Summerfield P.O.	Embroidery
Beverley James	47 Chapleton Road, May Pen P.O.	Crotchet
Melsada King	Sand Bay District, Free Town P.A.	Basketry
Cephas Laidford	Sand Bay District, Green Park P.A.	Basket
Rachel Laidford	Sand Bay District, Green Park P.A.	Basket
Gladys McCulloch	May Pen P.O.	Crotchet
Cleveland McFarlane	Aenon Town P.O.	Wood
Rosealee McGregor	Sandy Bay District, May Pen P.O.	Crotchet
Reo Messam	Sandy Bay District, Free Town P.A.	Bone basket
Myrtle Mitchell	Free Town District, Free Town P.A.	Basket
Devon Munroe	6½ Gordon Street, May Pen P.O.	Carving
Anthony Nembhard	Kellit's P.O., May Pen	Sisal mats
Beverley Perkins	Sir Donald Sangster Community Centre Summerfield P.O.	Crotchet

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>CLARENDON</u>		
Winsome Pottinger Hazel Reid Paulette Roberts Treasure Rowe	Lot 1781 Housing Scheme, Lionel Town P.O. Blackwood District, Blackford Wood P.O. Fearon District, Sanguinetti P.A. Portland Cottage District, Portland Cottage P.A.	Crotchet, macrame Embroidery Embroidery Machine embroidery
Viola Sandford Wilfred Scarlett Charm Scott Josephine Sand Florence Sinclair Muriel Smith Alice Spencer Girda Stewart Marian Taylor Ezra Tuswell	Four Paths, Four Paths P.A. Freetown P.A., May Pen White Mall District, Moores P.A. Sandy Bay District, Green Park P.A. Sandy Bay District, Free Town P.A. Sandy Bay District, P.O. Box 561, May Pen Sandy Bay District, P.O. Box 542, May Pen Summerfield P.O., Rose Hill District Sandy Bay District, Free Town P.A. Free Town District, Free Town P.A.	Embroidery Lignum vitae Tie & Dye Basket Bone basket Basket Crotchet Embroidery Basket Lignum vitae - meat board
Limbert Vassell Majorie Walters Donna Whittle Winsome Wilkins	Rectory Road, May Pen P.O. Sandy Bay District, Free Town P.A. Four Paths, Four Paths P.A. P.O. Box 98, May Pen	Basket Basketry Embroidery Crotchet
<u>HANOVER</u>		
Errol Barrett Yvonne Bigby Millicent Clare Whycliffe Duncan Michelle Johnson Lucea Wicker Project Vivian Moodie Noel Nasmyth	Green Island P.O. Cascade P.O. P.O. Box 8, East Aveny, Haughton Ct. Lucea Jericho P.O. Logwood District, Santoy P.A. P.O. Box 147, Lucea P.O. Ramble P.O. Logwood District, Riverhead Road, Santoy P.A.	Carving Coil basket Embroidery Bamboo bags Hardanger embroider Wicker Alabaster Macrame
Floreen Patterson Inez Reid Victor Reid Lillet Tennant Carmen Watson Astley Williams Beverly Williams	Spence Hill District, Cascade P.O. Mt. Peto P.O. Lucea P.O. Miller's Drive, Lucea P.O. Industry Cove, Green Island P.O. Jericho P.O. Lucea Santoy P.A. Lucea	Basketry Crotchet Guitar Embroidery hardange Crotchet Bamboo basket Crotchet
<u>KINGSTON & ST. ANDREW</u>		
E. Aarons Phillips Aarons Ivy Abrahams William Aitken ALLSIDES WORKROOM Sharon Anderson SEEDS LTD Mavis Ashmead	Unity District, Lawrence Tavern P.O. 2 Crook Avenue, Havendale, Kingston 19 15 Tremaine Road, Kingston 6 5 Miraflores Drive, Kingston 20 22 Parkington Plaza, Kingston 10 66 Umlaz Path, Kingston 11 53 Lyndhurst Road, Kingston 5 8A Shoe Lane, Kingston 16	Straw Weaving Crotchet Ceramics Embroidery Grater Wooden toys and box Embroidery

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>KINGSTON & ST. ANDREW</u>		
Sylvia Atkinson Orville Bailey Vickie Barnett Sanida Bartley George Beckford Beeny Bud	5½ Waterloo Road, Block E77, Kingston 10 4 Cascade Way, Kingston 19 16 Sunset Avenue, Kingston 8 200 Olympic Way, Kingston 11 32 Whitehall Avenue, Kingston 8 c/o Linda Gambriel, 30 Munroe Road, Kingston 6	Tie & Dye Stoneware Machine embroidery Crotchet Bamboo handbags Packaging
Carmen Benain Norma Bernard Steve Bernard Joan Blake Anna Bloomfield	53½ Windward Road, Kingston 16 22 Withney Drive, Kingston 10 1A Central Avenue, Kingston 3 4B Sterling Avenue, Kingston 20 Building 40, Flat 6, Bustamante Highway Tivoli Gardens, Kingston 14	Pickles Crotchet & coil mat Plaster of Paris Crotchet Machine embroidery
Sadie Bowen Cindy Breakspeare	53 Woodheven Avenue, W.D.P.O. Twin Gates Plaza, Constant Spring Road Kingston 10	Watsonian lily Shell
Hugh Bromfield Audrey Brown Deloris Brown Egerton Brown Egerton Brown	3 Halifax Drive, Kingston 6 53 West Bay Farm Road, Kingston 11 53 West Bay Farm Road, Kingston 11 32 Farham Road, Kingston 11 27 Grape Road, Kingston 11	Jewellery Crotchet Crotchet Pottery frogs Leather sandals and belts
Georgia Brown Mavis Brown Neville Brown Rosemarie Brown	34 Beverley Drive, Kingston 6 Mahoney, Lawrence Tavern P.O. 7 Tolley Avenue, Kingston 13 Building 18, Flat 13, Tivoli Gardens Kingston 14	Jewellery Fibre basket Picture framing Machine embroidery
Theresa Brown Donna Bryson Sterling Bryan Dawn Burke Nancy Burke Gertude Burrell Aldith Campbell Betie Campbell Doris Campbell Stanley Campbell Vester Campbell CARAWAK CRAFT	22 Wellington Street, Kingston 14 14 Harbour Road, Kingston 2 4 Retreat Avenue, Kingston 5 8 Hampstead Avenue, Kingston 3 8 Braywick Road, Kingston 6 2 Hellena Crescent, Kingston 20 7 Cortina Avenue, Kingston 11 4 Argyle Road, Kingston 10 16 Norbrook Road, Kingston 8 6 Madden Street, Kingston 12 18 Davidson Drive, Kingston 20 36½ Barbican Road, Kingston 6	Machine embroidery Crotchet Coconut, pendants etc. Screen printing Painted rocks Straw dolls Crotchet Batik Embroidery & textile Carving Friskymen & monkeys Embroidery
Michael Carr	11 Maiden Lane, Kingston	Minature carvings for pendants Alabaster
CAVALIERS ALABAS- TER CRAFT LTD Vincent Chung	Golden Hill, Cavaliers P.O. Temple Hall, Lot 10, Golden Spring P.A.	Lignum vitae coaster & mortar Crotchet Crotchet Carving wall masks
Mable Codling Margaret Cohen Lloyd Collins	Terracotta Avenue, Kingston 8 13 Paraiso Avenue, Kingston 4 Cedar Valley Road, Kingston 6	Crotchet Crotchet Carving wall masks

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>KINGSTON & ST. ANDREW</u>		
Christopher DaCosta Norma Davy DIALGO PACKAGING LTD	6 Donhead Avenue, Kingston 6 32 Whitfield Avenue, Kingston 13 c/o Diane Robertson, P.O. Box 978 Kingston 8	Jewellery Crotchet Packages of spices sachets
Lance Douglas Madge Douglas Theresa Dudley Marcia Dunn Dawn Edwards Olive Ellington Marshell Ennis Samuel Evans Trevor Figueroa V. Fonseca Celia Francis Olga Francis Marlene Fraser Vinnette Fraser	85 Tavern Drive, Kingston 7 Seaview Road, Stony Hill, Kingston 19 6 Nelson Street, Kingston 14 8 Drumblair Crescent 91 North Street, Kingston 27 Deanery Road, Kingston 3 2 Oliver Crescent, Kingston 13 Unity District, Unity P.A. 22 Arcadia Drive, Kingston 8 6 Rakadam Avenue, Kingston 10 33 New Castle Drive, Kingston 2 10 Wellington Road, Kingston 13 Temple Hall, Golden Spring P.A. Block 16 D234, McTire, Kingston 16	Aluminum casting Embroidery Machine embroidery Stitching cushions Machine embroidery Tie & Dye Carving Hampers Glass blowing Machine embroidery Machine embroidery Crotchet Cow horn Hand & machine embroidery
Barbara Gentles Klave Gooden Owen Gordon	17 Robert Avenue, Kingston 3 2 Kings Mews, Kingston 10 P.O. Box 8256, Central Sorting Office, South Camp Road, Kingston	Crotchet Leather Carving
Ronald Gordon	57 Tower Avenue, Kingston 11	Fruit salad and breadfruit bowls
Tyrone Grodon Kathleen Graham-Perkins	30 Whitfield Avenue, Kingston 13 26 Mayfield Drive, Havendale, Kingston 19	Crotchet Smocking
Eilea Grandison Randolph Grandison Gazi Granville T.A. Green	79D Beeston Street, Kingston 122 Barbican Road, Kingston 6 9 Headley Avenue, W.D.O., Kingston 20 4 Spark Close, Duhaney Park, Kingston 20	Machine embroidery Hamper baskets Embroidery Bags and hats
Sonia Grose Iona Hall Winnifred Hall Dottie Hanson Fitz Harrack	8 Van Street, Kingston 2 Dublin Castle, Gordon Town P.O. 105 Magley Park Road, Kingston 10 Mahoney District, Lawrence Tavern P.O. c/o Jamaica School of Art,	Crotchet Embroidery Sisal Straw Wood & Metal
Norma Harrack	1 Aurther Wint Drive, Kingston 5 c/o Jamaica School of Art,	Ceramics
Pan Hart Selma Henry	1 Aurther Wint Drive, Kingston 5 19 Queens Avenue, Kingston 10 17A Lincoln Road, Franklyn Town Kingston 16	Babyline Crotchet
Lorna Hickleston Icilda Hinds HINTON EAST LTD Ira Imbert	10 George Edward Path, Kingston 12 Mahoney District, Lawrence Tavern P.O. 6 Liguanea Avenue, Kingston 6 c/o Ethiopian Orthodox Church Marfield Avenue, Kingston 13	Machine embroidery Straw Embroidery Jewellery
Fay Ince	5 Charlemont Avenue, Kingston	Egg decopage

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>KINGSTON & ST. ANDREW</u> INCEPTION CRAFTS	Guava Gap P.A.	Bamboo, spoons & coconut key rings
Reneta Isaacs	5 Wellington Street, Kingston	Machine embroidery
Gretel Jackson	Guava Ridge P.A.	Crotchet
Miriam Jackson	3 Water Street, Kingston 14	Embroidery
JAMAICA SCHOOL FOR THE BLIND	111½ Old Hope Road, Kingston 6	Canning
Dawn James	32 Adastra Road, Kingston 2	Tie & Dye
George James	2A Westminster Crescent, Kingston 10	Ceramics
Jackie Johnson	1 Rilla Avenue, Acadia, Kingston 3	Carving
Lloyd Johnson	24 Little King Street, Kingston 14	Pottery
Sharon Johnson	9½ Dames Road, Kingston 14	Crotchet
Venice Johnson	22B Lincoln Avenue, Kingston 13	Crotchet
Rachael Jones	5 Berwick Lane, Kingston 13	Fibre in fine mats
L. Joseph	c/o Mrs. J. Tame, 25 Cherry Drive Kingston 8	Embroidery
Urga Joseph	Riverton Drive, Riverton City, W.D.O.	Fibre bags
Beryl Kitchen	13 Waterloo Mews, Kingston 10	Crotchet
Delroy Knibbs	37 Daytona Drive, Patrick City W.D.O.	Leather wallets
Delton Knight	23 Hugh Miller Avenue, Kingston 20	Macrame
Joy Kuster	Malenda Ltd, 121 Duke Street, Kingston	Screen print & garments
Ernest Lemard	Temple Hall District, Stony Hill P.O.	Pebbles
G. Lewis	Lawrence Tavern District, Unity P.A.	Basket
Roland Lovelace	4 Mannings Avenue, Kingston 2	Masks
Douglas Malcolm	7 Campbell Street, Kingston 4	Calabash with caving
Doris Marsh	100 Sherbowne Park, P.O. Box 752 Kingston 8	Crotchet
Joan Marsh	69 Pink Lane, Kingston	Machine embroidery
Shedran Martin	40 Gold Street, Kingston	Cooper craft
Merna McCarthy	Swainspring, Padmore P.A.	Soft toys
Lloyd McFarlane	1 Trelawny Avenue, 6 Miles	Steel drums
Beverley McLean	27 Mountain View Avenue, Kingston 2	Crotchet christmas decoration
Ernest McLean	6 Lincoln Avenue, Kingston 13	Pompom birds
Hope McLean	32 Hughenden Avenue, W.D.O.	Machine embroidery
Ina McLeod	12 Halifax Avenue, Kingston 6	Culinary
Paulette Miller	Jacks Hill District, Jacks Hill P.A.	Embroidery
Joseph Mills	Castleton Gardens	Calabash & beads
Persha Mitchell	167 Windward Road, Kingston 2	Wooden Bowels
Cyril Monaghan	1 Cascade Way, Kingston 19	Weaving
Doreen Morrison	21 Orion Avenue, Kingston 17	Embroidery
Simon Mumby	1 Thompson Close, Kingston 11	Croctus bags, screen print
Una Mushett	56 Waterloo Road, Kingston 2	Crotchet
Yvette Myrie	4½ Salt Lane, Kingston	Machine embroidery
Patricia Nelson	Building 24, Flat D Seaga Boulevard Tivoli Gardens, Kingston 14	Machine embroidery
Pamella Nickle	17 Lincoln Road, Kingston 16	Crotchet
Silin Noble	10 Witton Hill Drive, Kingston 14	Machine embroidery
E.A. Nugent	3 White Heaven Place, Kingston 8	Wicker
Clifford Osbourne	167 Windward Road, Kingston 2	Aluminium metal craft

QUALITY CRAFTWORKERS CONT'D

KINGSTON & ST. ANDREW

Name	Address	Product
Tadius Palmer	c/o Stennet Hammond, 95 Mountain View Avenue, Kingst n 2	Pottery
Edward Patterson	37 Oran Avenue, Harbour View Kingston 17	Rasta drums
Newton Perrin	216 Mountain View Avenue, Kingston 6	Carving
A. Perry	c/o Mrs. J. Tames, 25 Cherry Drive, Kingston 3	Needlecraft
K. Perry	c/o Mrs. J. Tame, 25 Cherry Drive, 25 Cherry Drive, Kingston 8	Needlecraft
Marcia Perry	20 Coconut Crescent, Kingston 11	Crotchet
Kenneth Pitter	P.O. Box 365, Kingston 8	Jewellery
Everad Powell	2B Gallway Road, Kingston 13	Earthenware
John Pusey	6 Oak Lane, Kingston 11	Bamboo
Judith Raby	34 Lacey Road, Kingston 16	Crotchet
Dawneth Reddie	18 Milton Avenue, Kingston 20	Machine embroidery
Mageta Reddie	9 Rosewell Avenue, Kingston 20	Embroidery
Sylvia Redwood	King Western District, King Western P.O.	Beads
Orville Reid	16 Aggrey Drive, Kingston 10	Pottery
Sonia Richards	24 Linstone Crescent, Kingston 10	Crotchet
Albert Ritchie	2 Stony Hill Road, Constant Spring P.O.	Sisal dolls
Carlton Robinson	22 Penso Street, Kingston 12	Grater
Elsa Robinson	9 Halart Drive, Kingston 6	Tie & Dye
Millicent Robinson	37 Whitfield Avenue, Kingston 13	Crotchet
Ilena Rock	1A Woodley Drive, Kingston 19	Crotchet
Leroy Sadler	Unity Lawrence Tavern P.O.	Hamper basket
Mavis Samuels	633B Kings Avenue, Haughton Road, Kingston	Crotchet
Joan Saunders	12B Little Kew Road, Kingston 5	Tie & Dye
Janet Scott	7 Salt Lane, Kingston	Machine embroidery
Elaine Sewell	9 Milk Lane, Kingston 4	Embroidery
William Sewell	3 Hugh Shearer Crescent, Rema, Kingston 14	Kitchen bitch
Veronica Shaw	Building #4 Sangster Crescent, Tivoli Gardens, Kingston 14	Machine embroidery
Stephaney Silvera	39½ Johns Lane, Kingston	Pressed flowers
Christine Simpson	56 Coleville Avenue, Kingston 20	Crotchet
P. Simon	c/o J. Tames, 25 Cherry Drive, Kingston 8	Embroidery
Yvonne Simpson	25 Elgin Street, Kingston 14	Machine embroidery
Norma Sohl	Bamboo Lodge, Poinsetta Cottage Irish Town	Leather
Clarence Skeete	20 Nelson Street, Kinston 12	Book binding
Noeline Smith	23 Mansfield Avenue, Kingston 20	Crotchet
Jennifer Staines	3 West Road, Kingston 11	Machine embroidery
Leroy Stephens	35 Fourth Street, Greenwich Town, Kingston 13	Pottery
William Sutherland	16½ South Camp Road, C.S.O. Kingston 4	Wood
Dillon Swaby	6 East Lane, Kingston Gardens, Kingston 4	Bamboo, cowhorn, costume jewellery
Eda Swaby	Worthington Towers, Worthington Avenue	Preserves - culinary
Paula Swaby	41 Abernethy Drive, Kingston 20	Tie & Dye
Joy Tame	25 Cherry Drive, Kingston 8	Embroidery
TANNERS LIMITED	259 Spanish Town Road, Kingston 11	Leather
Jean Taylor-Bushay	6 Helbdown Close, Kingston 19	Ceramics
Dennis Terrelong	23 Mountain View Avenue, Kingston 2	Minature carving
Gary Thomas	14 Sandal Terrace, Kingstcn 11	Goat horn

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>KINGSTON & ST. ANDREW</u>		
Stephaney Thomas	72C Old Hope Road, Kingston 5	Beaded necklace & Crotchet
Carlton Thompson	Swiss Stores, Harbour Street, Kingston	Jewellery
Hugh Tomlinson	9 Constant Spring Road, Kingston 10	Leather bag
Althene Tulloch	188 Camp View Avenue, Kintyre	Alabaster
Verlie Tyrell	4 Baker Street, Kingston 12	Carving
UDC LIMESTONE PROJECT	c/o Miss McKay, Block 4, Building Kingston Mall, Kingston	Limestone desk sets
Winnifred Valentine	7 Savitri Road, Kingston 11	Cloth dolls
Olga Vernon	13 Stanton Street, Kingston 4	Crotchet
Corrine Wakefield	23 Orchid Path, Kingston 6	Jewellery
Ruth Walsh	11 Cosmos Crescent, Kingston 11	Soft toys
Cuthbert Watson	12 Trevennion Road, Kingston 5	Leather & Tie & Dye
Inez Watson	5 Norton Drive, Kingston 10	Embroidery
Angella Weir	Seaga Boulevard, Building 9, Tivoli Gardens, Kingston 14	Machine embroidery
L. Weller	c/o J. Tames, 25 Cherry Drive, Kingston 8	Embroidery
Maxine West	13 Paraiso Avenue, Kingston	Crotchet bedspread
Paulette White	9 Henry Morgan Avenue, Kingston 11	Fibre
Altina Whitter	Padmore District, Padmore P.A.	Crotchet & embroidery
Ann Williams	1 Carmel Avenue, Kingston 8	Applique on crocus
Carol Williams	11½ Shoe Lane, Kingston 16	Crotchet
John Williamson	10 Miles, Bull Bay	Alabaster
Audrey Wilson	4 Waltham Terrace, Kingston 10	Tie & Dye
Beverley Wilson	Content Gap P.A.	Watsonian Lily
N. Wilson	c/o J. Tames, 25 Cherry Drive Kingston 8	Embroidery
Beres Williams	Unity District, Unity P.A.	Bankra basket
Albert Wizzard	3K Waltham Park Road, Kingston 13	Straw basket
WOMEN'S BANKRA CRAFT CO-OP SOCIETY LTD	3 Blake Road, Kingston	Pirate dolls & corn husk
Wray & Nephew	Spanish Town Road, Kingston	Supplier of miniature liquers
Mosaka Wright (Mrs)	Oxford Manor Apts #105A, 16 Oxford Road Kingston 5	Beading
Iris Ximines	Mahoney District, Lawrence Tavern P.O.	Straw hat
Shahin Zohoori	7 Stratford Avenue, Kingston 10	Crotchet
<u>MANCHESTER</u>		
Neville Campbell	Christiana P.O.	Coconut clips
Christiana Girls Workshop	Christiana P.O.	Sisal Floor mats
Mary Douglas	c/o Alpart, Mandeville P.O.	Macrame
Ferdinand Gunter	7A Kendal Road, Mandeville P.O.	Shell pictures
Shirley Johnson	Broken Hurst, Old England P.O.	Sewing
Audrey Jones	Chudleigh Community Centre, Chudleigh P.O.	Dressmaking
Darneth King	Cross Keys, Cross Keys P.O.	Machine embroidery
Maurice Leigh	28 Caledonia Boulevard, Mandeville P.O.	Laminated lamp base
Michael Levy	Royal Flat, Williamsfield P.O.	Wicker frogs
Derrick Mullings	Mypah, Walderston P.O.	Straw bags
Mildred Rankine	c/o Miss Reid, P.O. Box 159, Christiana	Child dress
Pauline Reid	30 Harberry Road, Mandeville P.O.	Embroidery

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>MANCHESTER</u>		
Olive Rannals	Williamsfield P.O.	Lace
Joyce Richards	Evergreen P.A.	Crotchet
Hyacinth Shirley	c/o Central Motors, 16 Ward Avenue, Mandeville P.O.	Crotchet
Winnifred Smith	50 DeCarteret Road, Mandeville P.O.	Bathroom rugs & leather purses
Mary Swaby	Cross Keys Community Centre, Cross Keys P.O.	Straw
Pat & Dennis Tezula	5 McKinley Heights, Mandeville P.O.	Ceramics, stocking dolls
Donna Thomas	Christiana P.O.	Straw hats
Jeff Thompson	Mile Gully District, Mile Gully P.O.	Wood
Heather Webb	Greenvale Road, Mandeville P.O.	Crochet
ORIGINAL CRAFT	c/o Owen Williams, Savoy Crescent, Christiana P.O.	Bamboo
Keith Wright	Cross Keys Secondary School, Cross Keys P.O.	Tie & Dye
<u>PORTLAND</u>		
Charles Aaron	Moore Town P.O.	Drums
BOAT YARD GRAPHICS	c/o Council for the Handicapped, N.I.S. office, 29 Harbour Street, Port Antonio	Sea grass mats
Ashley Brown	6 Norman Road, Port Antonio P.O.	Carved bird
Linnette Brown	15 Halls Avenue, Port Antonio P.O.	Embroidery
Fitzroy Deans	Moore Town District, Moore Town P.O.	Fibre
FAIR PROSPECT	Priestman's River P.O.	Leather
SECONDARY SCHOOL		
Comrie Harris	61 Red Hazel Road, Red Hazel P.A.	Wooden bowls & carved dog
George Harris	Moore Town District, Moore Town P.O.	Fibre
Glenroy Johnson	Moore Town District, Moore Town P.O.	Wicker
Cyril Jones	14 Boundbrook Avenue, Port Antonio P.O.	Wooden spoon & fork
Richard Leveridge	Buff Bay P.O.	Tie & Dye
Mavis Marshall	Castle Community Centre, Preston River P.O.	Embroidery
Hazel McBeam	Port Antonio P.O.	Sisal basket
Henry McFarlane	Moore Town District, Moore Town P.O.	Fibre
Winstone McKenzie	Berry Dale District, Fellowship P.O.	Macrame
MOORE TOWN COMMUNITY	c/o Col. Harris, Moore Town P.O.	Nanny dolls, wicker baskets
Louise Passley	Moore Town District, Moore Town P.O.	Fibre
Lloyd Peterkin	66 Road Hazel Road, Red Hazel P.O.	Kitchen bitch
Cecil Robinson	Moore Town District, Moore Town P.O.	Fibre
Keith Robinson	Moore Town District, Moore Town P.O.	Fibre
Wilmot Robinson	Moore Town District, Moore Town P.O.	Fibre
Anderella Williams	Castle Community Centre, Preston River PO	Child dress
<u>ST. ANN</u>		
Joyce Bailey	Beverley District, Beverley P.A.	Embroidery
Mr & Mrs. Bickford	Bravo Street, St. Ann's Bay P.O.	Patch work rag
Audle Boswell	Ocho Rios P.O.	Crotchet
Ilene Boreland	Lime Hall P.A.	Embroidery

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>ST. ANN</u>		
Deborah Brown	c/o SDC, Addison Park, Brown's Town P.O.	Macrame
Everald Brown	Murray Mt, Lodge District, Calderswood P.O.	Musical instruments
Jenita Brown	Standfast, Brown's Town P.A.	Macrame
Angella Bryan	Middle Buxton, Orange Hill P.A.	Macrame
Consetha Burey	2 Roachdale Crescent, Brown's Town P.O.	Crotchet
Doreen Cox	Salem, Runaway Bay P.O.	Machine embroidery
Nicketta Davis	Upton District, Lodge P.O.	Carving
Vincent Fraser	Liberty Hill, Lime Hall P.O.	Mat
Sandra Fullerton	Beverley District, Beverley P.A.	Embroidery
Albert Gabbidon	Liberty Drive, Brown's Town P.O.	Knitting macrame
Richard Galloway	27 Musgrave Street, St. Ann's Bay P.O.	Coconut palm doctor bird
Ellen Gooden	Happy Valley, Brown's Town P.O.	Weaving in sisal
Vincent Hemmings	15 Norman Washington Drive, Priory P.A.	Wire basket
Joyce Hinds	Walkers Wood Wool Project, Brown's Town P.O.	Wool Spinning
Norma Holloway	Beverley, Beverley P.A.	Embroidery
Barbara Hyslop	Goshen District, Brown's Town P.O.	Sisal hats
Lenworth Jones	Salem Craft Centre, Runaway Bay P.O.	Wooden pipes
Michael Jones	Ocho Rios, Tower Isle P.O.	Wall plaques
Violet Lettman	Priory District, Priory P.A.	Embroidery
Maureen McKenzie	Beverley District, Beverley P.A.	Embroidery
Melonie McKnight	Green Castle District, Sturge Town P.A.	Embroidery
Leonard McLean	Shop #66 Ocho Rios Craft Market, Brown's Town P.O.	Balancing man
Pearl Mills	Bamboo District, Homestead P.A.	Crotchet
Dorette Minto	Hampstead, Beverley P.A.	Embroidery shorts
Anabelle Ogden	Harmony Hall, Ocho Rios P.O.	Annabella boxes
Kenneth Osbourne	Collin Park District, Rio Hoe P.A.	Wooden nut, trays
Leonard Palmer	Great Pond, Ocho Rios P.O.	Painting
Lovelette Palmer	Lower Buxton, Orange Hill P.A.	Macrame
Judith Redway	c/o SDC Addison Park, Brown's Town P.O.	Macrame
Jean Shand	Hampstead, Beverley P.A.	Embroidery
Melanie Simms	Salem District, Runaway Bay P.O.	Embroidery
Angella Small	Brown's Town P.O.	Crotchet in sisal
Dorothy Small	Green Castle District, Sturge Town P.A.	Child dress
Tenure Treasure	Bohemia P.A.	Carving
WALKERSWOOD COMMUNITY CENTRE	Walkerswood P.O.	Wool spinning
Beverley Walters	Mines District, Mount Zion P.A.	Embroidery
Winnifred Wilson	Mount Zion District, Mount Zion P.A.	Embroidery
XQUISITE CERAMICS LTD	P.O. Box 131, St. Ann's Bay P.O.	Ceramics
<u>ST. CATHERINE</u>		
Sylvanus Anderson	Kitson Town, Kitson Town P.A.	Calabash
Lola Armstrong	Guy's Hill P.O.	Sisal mats
Audrey Bailey	Orangefield District, Orangefield P.A.	Embroidery
Barbara Barracks	Lot 58, St. Jago Heights, P.O. Box 31 Spanish Town	Machine embroidery
Margaret Barnett	45 Kennedy Drive, Ensom City Spanish Town P.O.	Match box decopage
Cassilda Barrett	Riverdale P.O.	Embroidery

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
ST. CATHERINE		
Jennie Barrett	17 Corletts Road, Spanish Town P.O.	Crotchet
Rumenia Beckford	Freedom District, Mt. Industry P.A.	Straw
Dorothy Bellanfantie	Treadways P.A.	Crotchet
Mavis Bennett	Ragsville District, Guy's Hill P.O.	Sisal mats
Violet Bennett	Guy's Hill P.O.	Sisal mats
Claudette Betty	Feather Bed Lane, Spanish Town P.O.	Crotchet
Doreen Billings	Lot 12, 2nd Dolphen Way, Braeton P.O.	Machine embroidery
Unaline Birch	Newlands District, Gregory Park P.O.	Embroidery
Joycelin Breary	Omeally District, Omeally P.A.	Straw
Louis Brisset	Lignumviate Machine shop, Darlington Road, Old Harbour P.O.	Lignum vitae bowls bottles, etc.
Lancelot Bryan	109 Corletts Road, Spanish Town P.O.	Carving
Donald Bygrave	Twickenham Park, Spanish Town P.A.	Coconut bird feeders
Beverley Carr	2019 Granville Road, Waterford P.O.	Machine embroidery
Jasmine Cephas	Mt. Industry P.A.	Straw
Rosemarie Chin-See	Lot 1475, 2nd Braeton Way, Bridgeport P.O. Portmore	Machine embroidery
Cynthia Chung	Allman Hill District, New Salisbury Plain, Long Coconut	Banana bark cards & note pads
Yvette Chung	c/o Mrs. Cynthia Chung, Allman Hill District, New Salisbury Plain	Embroidery
Errol Clifford	146 Brunswick Avenue, Spanish Town P.O.	Wooden tray and boxes
Pauline Coley	17 Stewart Avenue, Hopedale, Spanish Town P.O.	Crotchet
Beryl Cooper	St. Catherine Community Centre Sligoville P.O.	Embroidery
Julia Creary	Mt. Industry P.A.	Straw
Cecil Cross	Tavern Hill, Guy's Hill P.O.	Machine embroidery
Marvette Daley	P.O. Box 222, Spanish Town P.O.	Crotchet
Bertram Davis	Fourpaths, Mt. Industry P.A.	Carved paper weights
Deloris Davis	Mt. Industry P.A.	Straw
Errol Davis	Ennis District, Mt. Industry P.A.	Straw
Gwendolyn Davis	Bamboo Ridge District, Mt. Industry P.A.	Straw
Joyce Davis	Mt. Industry P.A.	Straw
Linnett Davis	Johnson Pen, St. John's Road, Spanish Town P.O.	Pottery
Nola Davis	Mt. Industry P.A. Bamboo's Ridge	Straw
Shirley Davis	Orangefield District, Orangefield P.A.	Embroidery
Hazel Dawes	Lot 151 Jacksonville Avenue, Passage Fort.	Textiles
Lincoln Deslandes	Cassava River, Glengoffe P.O.	Black coral
Sylvester Dillion	Omeally District, Omeally P.A.	Hamper basket
Fitz Albert Douglas	Lot 198 Braeton, New Town, Bridgeport	Pewter
Lola Douglas	1438 Gina Way, Waterford P.O.	Machine embroidery
Adina Dunn	Aberdeen District, Mt. Industry P.A.	Straw
Joyce Dwyer	1203 Sunyfield Park Way, Willodene	Embroidery
Esther Edwards	Omeally District, Omeally P.A.	Straw
Winston Evans	Portmore Lane, Gregory Park P.O.	Wood
Esmine Fennel	Long Hill District, Mt. Industry P.A.	Straw
Leana Gayle	James Mountain, Sligoville P.O.	Straw
Vincent Gayle	24 Windsor Road, Spanish Town P.O.	Carving
Janet Gordon	Omeally District, Mt. Industry P.A.	Straw
Trevor Gordon	146 Brunswick Avenue, Spanish Town P.O.	Plaster of paris

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>ST. CATHERINE</u>		
Edna Grandison	Lime Hall District, Guy's Hill P.O.	Sisal hats
Jeffrey Gregory	109 Corletts Road, Spanish Town P.O.	Carving
Delroy Hall	Mount Florence, Glengoffe P.A.	Straw hat
Cedric Hanson	1 King Street, Spanish Town P.O.	Carving
Verina Harris	Mt. Industry P.A.	Straw
Sonia Harrison	Main Street, Ewarton P.O.	Machine embroidery
Adassa Howell	Mt. Industry P.O.	Straw hat
Linton Howell	Mt. Industry District, Mt. Industry P.A.	Straw hat
Rhoda Hunt	Aberdeen District, Mt. Industry P.A.	Weaving
Delroy Hylton	Scarlett Road, Spanish Town P.O.	Walking sticks
Ruthlyn Ingram	Bamboo's Ridge District, Mt. Industry P.A.	Straw
Marjorie Ivey	St. Catherine Community Centre, Sligoville P.O.	Embroidery
Blossom Jones	St. Catherine Community Centre, Sligoville P.O.	Embroidery
Elaine Jones	Mt. Industry P.A.	Straw
Lucy Jones	50 Job Lane, Spanish Town P.O.	Pottery
Olive Jones	Mt. Concord, St. Faiths P.A.	Straw hats
Shirley Jones	Mt. Industry P.A.	Straw
Rubylin Kelly	Banister Housing Scheme, Old Harbour P.O.	Fibre basket
Sylvia Kennedy	46 King Street, Spanish Town P.O.	Crotchet
Marva Lee	37 Stewart Avenue, Hopedale, Spanish Town P.O.	Embroidery
LONG HILL J/J WEAVERS	c/o Miss Carmen Sutherland Mt. Industry P.A.	Straw
Beverley Maitland	Lot 635 Palmetto North, Passage Fort	Crotchet
Pauline McAnuff	Allman District, Above Rocks P.O.	Machine embroidery
Mauva McCarthy	Orangefield Village, Ewarton P.O.	Tatting
Herma McDowell	Long Hill District, Mt. Industry P.A.	Straw
Maizie McKay	Treadways P.A.	Tatting
Rose McLeod	184 Westport Boulevard	Christmas tree decoration
Josephine Meggie	81 St. John's Road, Spanish Town P.O.	Plaster of paris figurine
George Miller	Lot 166 Braeton, 6 Salmon Way, Braeton P.O.	Carving
Writzen Mitchel	Beacon Hill P.O.	Ceramics
Jacqueline Morrison	Newlands District, Bridgeport P.O.	Embroidery
Yvonne Murray	2185 Hamden Road, Waterford P.O.	Textiles
Antonette Neale	c/o McGrath Secondary School, Treadways P.A.	Tatting
Terence Nisbeth	Mt. Florence District, Glengoffe P.O.	Fibre
Monica Oldfield	1103 Chepstow Road, Waterford P.O.	Crotchet
Fernando Osbourne	McGrath Secondary School, Treadways P.A.	Ceramics
Lucie Patterson	Orangefield District, Orangefield P.A.	Embroidery
Oretta Payne	Lot 53 Graveymeade, Bridgeport P.O.	Toys in crocos bag, sheep & goat
Roselda Raymond	Aberdeen District, Mt. Industry P.A.	Straw
Yvonne Rhoden	Sligoville District, Sligoville P.O.	Embroidery
Barrington Robinson	Mt. Industry P.A.	Straw
Madge Sinclair	Long Hill District, Mt. Industry P.A.	Straw

QUALITY CRAFTWORKERS COM' D

Name	Address	Product
<u>ST. CATHERINE</u>		
Monica Smith	30 Conletts Road, Spanish Town P.O.	Crotchet
Sandra Sullivan	43 Monk Street, P.O. Box 608 Spanish Town P.O.	Textiles
Carmen Sutherland	Mt. Industry P.O.	Straw
Heather Thomas	18 Stewart Avenue, Hopedale, Spanish Town P.O.	Crotchet
Zachariah Thomas	Spanish Town P.O.	Broom
Margaret Watkin	Long Hill District, Mt. Industry P.A.	Straw
Miriam Whitcock	Long Hill District, Mt. Industry P.A.	Straw
Cleopatra Williams	109 Willow-way, Willodene, Spanish Town P.O.	Straw
Shirley Williams	Cottage District, Mt. Industry P.A.	Straw
Sharon Williams	Riverdale P.O.	Hand embroidery
Merlyn Wilson	Mt. Industry District, Mt. Industry P.A.	Straw
<u>ST. ELIZABETH</u>		
EVA ARSCOTT STUDIO	The Woodlands, Balaclava P.O.	Pressed flowers
Irene Banton-Ray	Southfield P.O.	Fibre basket
Grethel Bennett	Fullerswood District, Arlington P.A.	Bankra basket
Isaac Blake	Buena Vista, Russels P.A.	Clothes basket
Inez Bent	Calabash Bay, Frenchman's P.O.	Baskets & mats
Veronica Blackwood	6 Bealle Drive, Santa Cruz P.O.	Embroidery
Cyril Bruce	Williamsfield District, Watchwell P.A.	Braids
Alma Chambers	Fullerswood District, Arlington P.A.	Bamboo basket
Enid Cooper	Fyffes Pen District, Fyffes Pen P.O.	Basket
Raphael Cameron	Fyffes Pen District, Fyffes Pen P.O.	Broom
Beryl Cuff	Russels Heights, Balaclava P.O.	Pressed flowers
Eric Davidson	Knockwood District, Mountainside P.O.	Straw
Hortense Dixon	Knockwood District, Mountainside P.O.	Coil basket
Dalton Ebanks	Southfield, Southfield P.O.	Sisal supply
Leonie Farguharson	Knockwood District, Burnt Savanna P.O.	Picnic basket
Sonia Coldspring	Castleton District, Balaclava P.O.	Pressed flowers
Cowri Graham	Deans District, Watson Hill P.O.	Sisal broom
Patricia Grey	Paradise, Balaclava P.O.	Pressed flowers
Trevor Griffiths	Buena Vista, Russels P.A.	Straw
Angelin Heath	Vineyard Community Centre, Black River P.O.	Straw
Marlin Health	Vineyard Community Centre, Arlington P.A.	Straw
Una Heath	Vineyard Community Centre, Arlington P.A.	Straw
Pearl Hutchinson	Vineyard Community Centre, Arlington P.A.	Straw
Rowenna Jackson	Knockwood District, Burnt Savanna P.O.	Baby basket
Crissilda James	Treasure Beach, Calabash Bay P.A.	Liquor basket
Joan James	Vineyard Community Centre, Arlington P.A.	Fibre coaster
Jacqueline Johnson	Castleton District, Balaclava P.O.	Pressed flowers
Lester Johnson	Buena Vista, Russels P.A.	Thatch bone basket
Seymour Johnson	Buena Vista, Russels P.A.	Thatch bone basket
Barbara Jones	New Town District, Black River P.O.	Embroidery
Modesta Jones	Arlington District, Arlington P.A.	Fibre baskets
Artie Lewis	Buena Vista, Russels P.A.	Thatch bone basket
Noria Lewis	Buena Vista, Russels, P.A.	Thatch bone basket
Connie Luton	Arlington District, Arlington P.A.	Liquor & spice basket
Curline Luton	Arlington District, Arlington P.A.	Handbags
Reginald Luton	Arlington District, Arlington P.A.	Rushmat
Patricia Matthews	Brucefield District, Vineyard Community Centre, Mountainside P.O.	Straw fan
Pamella Maxwell	Bogue District, Bogue P.A.	Pressed flowers

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>ST. ELIZABETH</u>		
Joan Morris	Buena Vista, Russels P.A.	Sewing basket
Brenda Myers	Vineyard Community Centre, Arlington P.O.	Straw
Gloria Myers	Vineyard Community Centre, Arlington P.O.	Nutmeg basket
Totlyn Myers	Vineyard Community Centre, Arlington P.O.	Straw coasters
Cherry Newsome	Mount Pleasant Balaclava P.O.	Pressed flowers
Lorna Roach	Buena Vista, Russels P.A.	Bread basket
Charmaine Robinson	Balaclava District, Balaclava P.O.	Pressed flowers
Carol Rowe	Flagaman Community Centre, Flagaman P.A.	Straw
Allison Russell	Trevinar Park, Santa Cruz P.O.	Fabric printing
Nancy Salmon	Vineyard Community Centre, Arlington P.A.	Coasters
Una Salmon	Vineyard Community Centre, Arlington P.A.	Big thatch
Alfred Samms	Knoxwood District, Mountainside P.O.	Place mats
Myrtle Samms	Knoxwood District, Mountainside P.O.	Fans
Esme Sangster	Fullerswood District, Arlington P.A.	Knitting
Dennis Smalling	Buena Vista, Russels P.A.	Plate holders
Hazel Smith	Vineyard District, Arlington P.A.	Straw
Herman Smith	Buena Vista, Russels P.A.	Bone basket
Sharon Smith	New Market Community Centre, New Market P.O.	Straw
Ioney Spencer	Buena Vista, Russels P.A.	Clothes baskets
Rachael Spencer	Knoxwood District, Mountainside P.O.	Sewing basket
Melford Stewart	Buena Vista, Russels P.A.	Waste paper basket
Wilson Stewart	Buena Vista, Russels P.A.	Bone basket
Seymour Stone	South Hampton District, Myersville P.O.	Basket
Joyce Suckra	Arlington District, Arlington P.A.	Coil basket
Marveline Taylor	Knoxwood District, Mountainside P.O.	Coil laundry basket
Inez Vassel	Lacovia P.O.	Crotchet
Isadorah Vassel	Knoxwood District, Burnt Savanna P.A.	Basket
Mervett Webster	17 Almanda Drive, Black River P.O.	Crotchet
Lorna Wellington	Arlington Community Centre, Vineyard P.A.	Straw purse
Paula Whyte	Balaclava District, Balaclava P.O.	Pressed flowers
Florence Williams	Vineyard District, Arlington P.A.	Straw
Michael Wright	Accompong District, Beth Salem P.O.	Goombay drums
Thelma Wright	Burnt Savanna District, Burnt Savanna P.A.	Place mats
<u>ST. JAMES</u>		
ALBION TRAINING	Albion, Montego Bay P.O.	Cut cake
CENTRE		
BETHTEPHIL WOMEN'S	c/o Bethtephil Baptist Church, Sign P.O.	Purse & mats
CO-OP		
Astley Burchell	4 Lawrence Lane, Montego Bay #1 P.O.	Goat skin wall
		plaques
Carlton Cardoza	Niagara P.O.	Beads
Gloria Dell	Content Community Centre, Adelphi P.O.	Soft toy
Marcia Franklin	c/o Airport Staff, Control Tower, Sangster	Crotchet
	International Airport, Montego Bay P.O.	
Rose Grant	Glendevon Hendon P.O.	Embroidery
Aneita Harriott	Lapland, Catadupa P.O.	Macrame
David Johnson	Tucker District, Granville P.O.	Hamper basket
Osbourne Lamey	Sunvalley Road, P.O. Box 1, Montego Bay	Macrame
Leslie Lee	Short Castle, Maroon Town	Wicker donkey
Ann Mills	c/o Camrose Crafts, P.O. Box 171, Montego Bay	Painted blouses &
		embroidered bags &
		caps

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>ST. JAMES</u>		
Cleveland Morgan Beverley Robinson SAM SHARPE LEATHER	12 Barrack Road, Montego Bay P.O. Lime Adelphi P.O. c/o Mr. Roy Lawrence, 44 Fort Street, Montego Bay	Drums and shakers Girls' dress Leather
Shirley Sterling Raphel Waite	Content, Adelphi P.O. Somerton District, Somerton P.O.	Soft toys Coconut shell
<u>ST. MARY</u>		
Cecil Brooks Dulcie Brown Rupert Evans FRIENDS EDUCATIONAL COUNCIL LTD	Oracabessa P.O. Tavern Hill Guy's Hill P.O. Heywood Hall, Islington P.O. Highgate P.O.	Coconut palm birds Fibre and tatting Bird Pandanas work
Gloria Grant Richard Grant Hennebella Hamilton Donald Johnson & Belva	Richmond P.O. 20 Cox Street, Port Maria P.O. Highgate P.O. Clonnel P.O.	Waste paper basket Pandanas Crotchet Stoneware
Alcan Morris Lucille Taylor Reginald Robinson Sylvia Wildman	Aleppo District, Aleppo P.A. Belfield P.O. Annotto Bay P.O. Belfield P.O.	Pandanas hats Pandana plant holder Pandanas Pandana place mat
<u>ST. THOMAS</u>		
Paulette Barrett Sandra Bryan Leveth Campbell Carabell Castle Theophilus Davis	Easington Community Centre, Easington P.O. P.O. Box 69, Knightville, Yallahs P.O. Whitehorses P.O. Content District, Cedar Valley P.O. Pampholt District, Yallahs P.O.	Embroidery Machine embroidery Embroidery Machine embroidery Wooden dishes & fruits
Eliza Forbes Vivienne Grace Inez Henderson Delroy Laing LEWIS CRAFT Hazel McBean Elaine McCarty Leon Myles Eleen Stewart Angella Taylor	Whitehorses P.O. John's Town P.O. Cedar Valley District, Cedar Valley P.O. Hampstead District, Yallahs P.O. East Prospect, Morant Bay P.O. 2 Springfield Road, Morant Bay P.O. Top Hill Road, Lyssons P.A. Middleton District, Soho P.O. Middleton District, Spring Garden P.O. c/o Lewis Craft, East Prospect, Morant Bay P.O.	Embroidery Hardanger Embroidery Carved wooden vase Pickney dolls Sisal Machine embroidery Wood Machine embroidery Smocking childrens dress Tatting
Morion Urquhart Patricia Weatherley Anthony Jackson	Botany Bay, Whitehorses P.O. Cedar Valley P.O. Newland Heights, Yallahs P.O.	Machine embroidery Coconut bird feeder
<u>TRELAWNY</u>		
Orville Bartley Bunny Brown Derrick Campbell Jimmy Carey Milverton Clarke	Duncans P.O. Salt Marsh District, Salt Marsh P.A. 37 Queen Street, Falmouth P.O. Cooper's Pen District, Falmouth P.O. Carey Park, Duncan's P.O.	Corn horn and coral Carving Pendants in coral Carving Coral

QUALITY CRAFTWORKERS CONT'D

Name	Address	Product
<u>TRELAWNY</u>		
Evercil Dixon	Rio Bueno P.O.	Sea thatch
Errol Evans	Duncan's P.O.	Walking stick
Ellen Hammond	4 Princess Street, Falmouth P.O.	Embroidery
Maureen Hammond	4 Princess Street, Falmouth P.O.	Crotchet
Bernard Lennon	Goodwin District, Quick Step P.A.	Lace bark supply
OLIVE RIVER WOMEN'S CRAFT GROUP	Litchfield District	Crotchet top dresses & purses, embroidery
<u>WESTMORELAND</u>		
Richard Fenton	Townhead District, Frome P.O.	Carving
Horace Mair	Cornwall Mountain P.O.	Needle embroidery
Lera Morris	Hatfield District, Paradise Road P.O.	Applique wall hangings
Lee Phillips	Rosedale District, Darliston P.O.	Cow cod whip
<u>SOME ADDITIONAL</u>		
Renord Bascoe	<u>QUALITY CRAFTWORKERS</u> Woodford Park Community Centre	Wooden horse
Leon Bodden	Pembroke Hall, Pembroke Hall P.O.	Wood carving
Ralston Dennis	Cooper's Pen District, Falmouth P.O.	Plaster of paris
Edwin Duhaney	22 Auburn Avenue, Kingston 20	Monkey jar
Lindon Gordon	15 Port Henderson Drive, Spanish Town P.O.	Straw
Albert Munroe	Long Pond District, Manchioneal P.O.	Basket
Joslyn Powell	Sandy Bay District, Sandy Bay P.O.	Pottery
Pearl Richard	27 Ramsay Road, (Sunrise Clay Industry) Kingston 13	Pottery
	27 Ramsay Road, Sunrise Clay Industry Kingston 13	



Acknowledgements

About this manual

The initial draft of this manual was used as working material during 15 training sessions with 650 craftworkers in 13 parishes in Jamaica. Their criticism of and reactions to the draft were carefully noted and their recommendations for improving its usefulness to them as craftworkers were incorporated.

We wish to thank all these craftworkers for their assistance and participation in the non-formal training method used to develop this manual, and hope that it will aid them in the process of improving their lives.

About Things Jamaican

Things Jamaican is a government statutory board which was created in 1968 to reorganize craft development operation, to promote quality craft work and to operate as a commercially oriented enterprise. It was founded on the assumption, made by government, that a rationalised craft development programme could make an important contribution in the area of rural development as well as in providing a better quality craft gift item to the visitor market. The Cottage Craft Unit of Things Jamaican is responsible for training craft teachers and buying of quality craft. Its Cottage Craft Manager, Sonia Gallimore, inspired and guided the production of this manual.

About IICA

The Inter-American Institute for Cooperation on Agriculture (IICA), works with the governments of its member countries in Latin America and the Caribbean, specifically to improve the standard of living of the rural population through programmes of agricultural development. One of its many objectives, therefore, is to work with government institutions in seeking ways of developing human resources by promoting formal and non-formal training, to improve productive efficiency and to promote the participation of the rural population in processes for achieving rural well-being.

Of the 10 programmes operated by IICA, the Integrated Rural Development Programme seeks specifically to strengthen those efforts at rural development which allow for the promotion and participation of the human being as the subject and object of development. Four staff members from the IICA/Jamaica office worked on this manual. Jan Hurwitch-MacDonald (Rural Development Specialist) and Judith Wedderburn (Rural Development Consultant) worked on the methodology and text. Maxine Brown (Secretary) was responsible for the typing, and D. Collie McKenzie assembled the final product. The artwork was done for IICA by Artist Marcel Goffe.

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