APRIL 2023

her Ret

Making Her Mark

Leatherworker builds items for working cowboys, and others, in her one-woman workshop in Washington

LONG LEGGED COWGIRLS DOWN UNDER

STUNNING LEATHER PORTRAITS FROM THE PRAIRIES OF WESTERN CANADA Little Smoke Leather Company in the Alberta Foothills



Rocketbuster Handmade <u>Custom Boots</u>

ourno

and, Manutacturer

Hermann Oak Russet Skirting Leather Carves Like Butter and Stamps to an Incredible Depth

The unique color, the way it oils so evenly, the clean flesh, firmness and its excellent yield give your work a uniqueness like no other. Our leather is crafted to last a lifetime. Your work of art will keep its body and beauty long after others sag and fade.

Hermann Oak Leather is the last of the Vegetable Tanners using the original traditional tanning methods. Made in the USA with US steer hides.

For wholesale service, call 800-325-7950, or call the dealer nearest to you.

Bowden Leather Company • El Paso, TX • 915-877-1557 Goliger Leather Company • Ventura, CA • 800-423-2329 Hide & Leather House • Napa, CA • 707-255-6160 Montana Leather Company • Billings, MT • 406-245-1660 Oregon Leather Company • Portland, OR • 503-228-4105 Panhandle Leather Company • Amarillo, TX • 806-373-0535 Weaver Leather, Inc • Mt Hope, OH • 800-WEAVER-1 Springfield Leather Company • Springfield, MO • 800-668-8518 Softart • Murrhard, Germany • 49-7574-932812 Buckskin Leather Co. • Calgary, AB, Canada • 888-723-0806 Toowoomba Saddlery • Toowoomba, Qsld, Australia • 011-617-4633-1855 Craft & Company Ltd. • Suginami-ku, Tokyo, Japan • 011-81-3-3393-2222 Kyoshin Elle & Co., LTD • Taito-Ku, Tokyo, Japan • 011-81-3-3866-3221 Star Trading Company • Maniwa, Japan • 011-81-8-6742-8004 Logis de Cordes • Firminy, France • 33-4-77-61-19-16





Hermann Oak Leather Co. • St Louis, Missouri • USA Since 1881 • www.hermannoakleather.com

C.S. OSBORNE & CO. Since 1826













For free catalog please contact us: 125 Jersey St. Harrison NJ 07029 Phone: 973-483-3232 Email: cso@csosborne.com www.csosborneleathertools.com





TALK TO US AT Aligator@FDACS.gov Florida-Alligator.com/Shoptalk

SEW LIKE A PRO

TechSew

Since 1974, Techsew has been a trusted supplier of high-performance industrial sewing machines for the leather goods industry. We offer the most complete line of machinery, backed by industry leading technical support and customer service. The team at Techsew will help you choose the right sewing machine for all your projects no matter how big or small.



Techsew 4800 PRO

55



SHOPTALK! APRIL 2023

In every issue

- contributors 10
 - discovery l3
- Information 15
- INDUSTRY TIPS 22
 - skill **48**
 - knowledge 53
 - CLASSIFIEDS 57
- ADVERTISERS INDEX 59

On the cover

24 ROCKETBUSTER HANDMADE CUSTOM BOOTS Rockstar All The Way

> Cover photograph by Marty Snortum. Nevena Christi has developed Rocketbuster into an internationally recognized label and visitor destination.

In this issue

8 EDITOR'S NOTE

Features

- **34** MAKING HER MARK Leatherworker builds items for working cowboys, and others, in her one-woman workshop in Washington
- 38 LONG LEGGED COWGIRLS DOWN UNDER
- 44 STUNNING LEATHER PORTRAITS FROM THE PRAIRIES OF WESTERN CANADA Little Smoke Leather Company in the Alberta Foothills

EDITORIAL

Editorial Director MISTY SHAW Editor DENYS MANNINEN Designer MICHELLE NELSON

BUSINESS

Advertising Coordinator/Office Manager SAVANNAH KELLER Accounting Manager NATHANIEL VORE

Published by 1876 Media P.O. Box 6 Salina, UT 84654 435.565.6052 phone 435.529.1033 fax

EMAIL Mshaw@burns1876.com

Savannah@burns1876.com

WEBSITE www.shoptalk-magazine.com

SUBMISSIONS

All submissions should be sent to Savannah@burns1876.com.

ADVERTISING

Deadline for advertising copy is the first day of the month prior to the month of publication. Invoices are due upon receipt.

SUBSCRIPTION INQUIRIES AND CUSTOMER SERVICE

Shop Talk! Magazine

P.O. Box 6

Salina, UT 84654

435.565.6052



ShopTalk! Magazine



@shoptalk_magazine



ShopTalk! Magazine

WE HAVE AN APP!

Be in the know. Whenever. Wherever.







EDITOR'S note

ach year when our annual women's issue rolls around, we discover such outstanding ladies to feature - all with such intriguing stories, that my whole heart warms with big, joyous pride. Probably because of the unspoken connection I feel to each of them as another woman entrepreneur in this industry. This year's issue is no different. Lexi, our Skill demonstration artisan; Carol, the author of this month's Industry Tip; Nevena, western boot extraordinaire; Max and Cal, uber-talented Australian twins, Rayanne, leather portrait artist; and Mackenzie, passionate working cowgirl craftsman, could all be described as creative women who boldly define themselves through the manifestations of their thoughts and ideas. As you read this issue, you will soon see

that each of these women exemplify this very definition.

But I wonder if they, like me, struggle with fostering such constant creativity. I wonder if you wrestle with this too. Well, I decided to do some research and found six simple tips to help keep the creative juices flowing.

Take a walk. Daily walks are proven to foster creativity. A mind in motion is more creative.

Set task limits. Set some unusual limits for yourself if you're feeling stuck. For example, set a time limit for yourself when drawing a new tooling pattern or commit to using only three colors of dye on your next project. Who said a little challenge never sparked creativity?

Relax. Relaxation is known to enhance creativity, so in this fast-paced world take a break, breath, stretch, meditate. Do whatever allows your mind to clear for creativity to flow.

Collaborate. Discuss your project with your team or peers when you hit a creativity wall. You may even reach out to another craftsman and see how you can work together on a new passion project (see below for more ideas on this).

Sleep on it. Did you know that your brain is working while you sleep? If you're mulling over a new handbag design and aren't quite sure how to make it work, try sleeping on it. You just might wake up with your solution.

Genius hour. Find a passion project, something you are really excited about and commit to work on it for 60 minutes each day. You may discover inspiration for other parts of your work while doing so.

So, here's hoping the articles in this issue will spark some creativity in all of you. And if not, try out some of my suggestions.

Here's to creativity!



Hugelus BRAND

C-N-200A

HONEST & HARD WORK SINCE 1907



Angel Brail Perfect Side

IOE WAX PO TER REPELLENT, POLISHES AND LL SMOOTH LEATHERS, RESTOR

BROWN



SHOE WAX POLISH WATER REPELLENT, POLISHES AND PRESERVES LEATHERS, RESTORES COLOR



15 B





Fine Tool Journal P.O. Box 737 Watervliet, MI 49098 (800) 964-9036

http://www.finetooljournal.net finetoolj@gmail.com Quarterly magazine for the user & collector of hand tools. Articles on tool history, use, and preservation. Auction of hundreds of hard to find hand tools in every issue.

Subscriptions: U.S.: \$29 1 yr, \$55 for 2 yrs Canada & First Class: \$38 1 yr, \$73 for 2 yrs

Visa, Mastercard, Paypal



Mules and More Magazine is published monthly for mule and donkey enthusiasts.

\$36 - 1 Year Print · \$22 - 1 Year Digital \$40 - 1 Year Print & Digital Bundle <u>To subscribe:</u> Visit mulesandmore.com Call (573)263-2669

Send check/money order to PO Box 460, Bland MO 65014 No Canadian checks, please



 Quarterly since 1976 • \$47/yr
 800-876-2893 • 541-549-2064

 www.SmallFarmersJournal.com
 P0 Box 1627, Sisters, OR 97759

ONTRIBUTORS



GENE FOWLER

A writer and performer based in Texas, Gene Fowler has written for *Cowboys & Indians, Oxford American, San Francisco Chronicle, True West,* and many other

publications. His books include *Maverick, Border Radio, Crazy Water*, and *Metro Music*.



NICK PERNOKAS

Nick Pernokas was raised in New England. As a boy he cleaned stalls for a hack stable in return for getting to ride the horses. He bought his first horse with money from a paper route,

and showed in AQHA shows with him. At a young age Nick headed west to play cowboy. He ended up in Stephenville, Texas, where he received a B.S. from Tarleton State University. In 1983 he began building custom saddles under the Pernokas Saddlery label. Nick competed successfully in the AQHA, the NRHA, and the PRCA, in which he earned a Gold Card. Nick won 5 Year End High Point Championships (Honor Roll), and 2 Reserve World Championships, in the AQHA in roping events. In the mid Nineties he wrote "All the Pretty Saddles", a book about contemporary saddles. This led to writing for various magazines including America's Horse, Trails Less Traveled, Super Looper, Loops, The Quarter Horse News, and of course, Shop Talk!. Nick has also written several screenplays and does other work in the film industry. He still competes in team roping events. Nick, and his wife, Lindy live on a ranch outside of Stephenville, Texas, with a multitude of dogs, cats, and horses. He's still "playing cowboy".



CAROL GESSELL

I'm Carol Gessell, owner and operator of Black Horse Leatherworks & Saddlery, located in Ennis, Montana. I've been in business since 1999, building chaps, saddles

and all other horsey gear. I was the 2017-2018 TCAA Fellowship Saddlemaker recipient.



LYNN ASCRIZZI

Lynn Ascrizzi is a freelance writer, artist, poet and home gardener who lives in a home that she and her husband, Joe, built in the woods in Freedom, Maine. In the past five years, she

has written extensively for *ShopTalk!* Early on, she taught art and English in public schools and was senior editor, illustrator and art director for Farmstead, a national magazine for small farming and home gardening. Later, she was lifestyle editor, feature writer and syndicated columnist for Central Maine Newspapers. Her poems have been published in several journals and in two anthologies by Down East Books: "Take Heart: Poems From Maine," (2013) and "Take Heart: More Poems From Maine," (2016).



B. CRAWFORD

B. Crawford has written, co-written or ghostwritten more than three dozen books over the last thirty years, including *Border Radio: Quacks, Yodelers, Pitchmen,*

Psychics and Other Amazing Broadcasters of the American Airwaves (Univ. of Texas Press: 2002) which he co-wrote with fellow *ShopTalk!* writer Gene Fowler. Crawford is interested in all things authentic and mind-bending. He currently lives in a small town in Nuevo Leon, Mexico, where he writes, swims, rides his bike, and drinks tequila.



LEXI FOTHERINGHAM

Lexi Fotheringham, of Burns Saddlery, started as a leather tooler for the company in 2019 and by August of 2021 was made Tooling Foreman. In addition, to being the

foreman, Lexi is a teacher and instructor for the Burns and *Shop-Talk!* sister company, the e-learning platform, Illum Atelier.



TIPPMANNINDUSTRIAL.COM

USA

260-441-9603



A. Lyons & Co., Inc.

The Best Quality Components since 1933

- Leather Components Leather Insoles
- Leather Heels
- Leather Midsoles
- Leather Counters
- Leather Midsoles
 Leather Bends
- Drum-Dyed Leathers

A. Lyons & Co., Inc.

40 Beach Street • Manchester, MA 01944 Phone 978-526-4244 • Fax 978-526-1445 email: info@alyons.com





Conchos - Buckle Sets- Silver Saddle Trim

Ask your saddle maker or retail western store for Hand





The TandyPro® Strap Edge Beveling Machine

The TandyPro® Strap Edge Beveling Machine is the ultimate tool for leatherworkers! With its ability to bevel both the left and right side of a veg-tanned strap simultaneously, this machine will revolutionize the way you produce strap goods. This machine comes equipped with 6-sided blades,

strap goods. This machine comes equipped with 6-sided blades, meaning it can be reset 12 times before new blades are needed - saving you time and money. tandyleather.com.

Western Crunch Leather

Just one touch and you'll be imagining all the projects you can make with our supple Western Crunch Water Buffalo Leather. Semi-vegetable tanned leather hides boast a rich, earthy tone and texture, as well as



long lifespans that make them ideal for accessories that last. The milling process adds even more character, highlighting natural marks and grain patterns while a slight pull-up effect ensures this leather just gets better with age. Visit weaverleather.com/dealers or call 800-932-8371 to place your order.



Morrison Custom Saddlery is now carrying Duffs Leathercraft products

Duffs is American made, and a great product. After comparing Duffs Leather Dressing and Saddle Soaps side-by-side with other brands, Duffs out performed them every time. We use them exclusively when cleaning and conditioning leather in our shop.

Come by our vendor booth at any of the Colorado Saddle Maker's Association seminars to check them out. (www.coloradosaddlemakers.org)

www.morrisoncustomsaddlery.com Steve@morrisoncustomsaddlery.com (903) 871-3100

9/10oz-V1 Veg Double Shoulder from Maverick Leather Company

Beautiful vegetable tanned leather made from large European hides. Sepici V1 Veg is great for belts, straps, tooling/carving; accepts an oil or dye very nicely. Naturally a lighter tone, which allows for brighter colors when applying different dye and finish techniques. The European hides generally have a very smooth, clean grain when compared to other import veg tan options. Tight, firm and flexible with embossing retention properties that can be refined in many ways in order to adapt to different uses. These can be varied from small leather goods, belts, handbags, upholstery and equestrian equipment. Available in sides and shoulders from 2/3oz to 9/10oz weight. www.maverickleathercompany.com

Give us a call or email with any questions. 541-797-2108 • info@maverickleathercompany.com





EG LEATHER FOR BELTS,

OLSTERS AND CASE GOODS

Specializing in premium natural dou

THE LARGEST PRODUCERS OF SADDLE WOOLSKIN IN THE WORLD



Santa Fe Springs, CA 90670 sales@sheepskinandleather. Ph: 323-588-1818 Ph: 800-421-6154 Fx: 323-588-3288 www.isl-np.com

Orders ship same day. Call for samples & pricing.

1-800-421-6154

We Have In Stock: Saddle Woolskins · Skirting · Latigo · Bridle & Harness · Leather for Saddle Seats · Plugging Leather · Veg Lining · Strap Leather · Belt Leathers · Shoulders & Culatras · Natural Veg · Sole Leather · Oil Tanned · Pull-Ups · Crackle · Double-Face Sheepskin Shearlings · Nubuck Crazy Horse · Floater Rawhides · Calf Skins · Suedes

HERNATIONS AULSAN

The American Donkey & Mule Society Established 1967 - Serving Longears and their owners for over 50 years

World's Largest Single Source of Information and Services for all sized and types of Donkeys, Mules and Zebra Hybrids

> Home of the BRAYER magazine, 6x yearly 76+ pages of info on all longears **The Original All-Breed Longears Publication** \$27 USA, \$37 Canada, \$50 overseas Check, POMO, Paypal, Credit card

PO Box 1210, Lewisville TX 75067 (972) 219-0781 Email lovelongears@hotmail.com, www.lovelongears.com



INFORMATION inductors nour

industry news

ach month, the Magnus Marketing Minute aims to provide small tidbits and actionable insights for marketing and building your small business. However, this month, we're going to diverge a little and introduce you to Savannah Keller, who oversees the marketing here at *ShopTalk*!

Savannah joined the *ShopTalk!* team in August 2022, and many of the advertisers and publishers with the magazine have gotten to know and appreciate her over these last few months.

Michael Magnus: "I'm so glad we got a chance to connect, Savannah. I think more and more people have begun seeing your name on emails, but haven't gotten a chance to meet you yet. Tell us a little bit about yourself and the role you play as part of the *Shop Talk!* team."

Savannah Keller: "I'm the advertising coordinator and office manager for 1876 Media, which includes *ShopTalk!* magazine. As for my job description, in the words of Braydan Shaw, 'You do everything until it gets to be too much, and then we'll hire someone to help you.' Right now, that includes research on potential features, collaborating with our advertisers, assigning articles to writers all over the country and so much more. I've been here for eight months and have really enjoyed getting to dive into every aspect of helping run the magazine."

MM: "You mentioned 1876 Media, which is part of the Burns Saddlery family of businesses. For those that aren't familiar, can you share a little bit about what all that encompasses?"

MAGNUS' MARKETING MINUTE

SK: "Burns 1876 is the parent company and it's a multi-generational business of the Shaw family. Braydan Shaw is the CEO and there are, if I'm not mistaken, 15 companies currently. Everything from saddles to boots to hats, with stores in Salina, Utah; Park City, Utah; and Jackson, Wyoming. We have *Shop Talk!* magazine and Illum Atelier, which is our eLearning platform for more traditional leatherwork, including making saddles. We host an annual leather trade show in Pendleton, Oregon, but we are looking to expand on that. The company already does a lot, but we are always looking to grow and do more."

MM: "There always is a lot to do! But I think you've been doing a great job so far. What did you do before this that set you up for success in this role?"

SK: "I went to Snow College in Ephraim, Utah, and earned an Associate of Science degree with a focus in communication. I was involved in the student newspaper: writing, graphic design and photo journalism. A lot of doors were opened to me there. From Snow College, I went on to



Michael Magnus is an advertising professional who supports the growth of the leather industry through his marketing agency, Magnus Opus. Among his client partnerships are Silver Creek Leather Co., manufacturers of Realeather® Crafts and Lace, and Jim Linnell's Elktracks Studio. Learn more at www.magnusopus.com or reach out at michael@magnusopus.com.



SHOPTALK The Leather Retailers'& Manufacturers' Journal

P.O. Box 6 60 West Main Street Salina, UT 84654

435.565.6052 savannah@burns1876.com www.shoptalk-magazine.com



Purveyors of Fine Leather

Caiman Crocodile, Nile Crocodile, Ostrich, American Alligator Saltwater Crocodile, Python, Cobra, Ring Lizard, Teju Lizard Watersnakes, Stingray, Giant Amazon Fish (Pirarucu), Eelskin Outsoles, Belt Lining, Tooling Leather, Cowhides, Pigskins Goat Skins, Heels, Counters

> e-mail: msuktankar@aol.com 11500 Cedar Oak, Suite A, El Paso, Texas 79936 Phone: 915-593-2146 • Fax: 915-593-0060 www.intlhidesandskins.com





Ph 330-893-1024 • Fax 330-893-0112

Fresh From The Tannery! Shop Our New Fall Colors Online! markstatonllc.com



ALLIGATOR BELLIES AND HORNBACKS Offering Spliced & Un-Spliced Strips Pre-Cut Vamp & Counter Sets and Panels



Mark Staton, LLC 337-988-9964 markstatonllc.com info@markstatonllc.com 111 Bourgue Rd., LAfayette, LA 70506

INFORMATION

earn a Bachelor of Science in Communication, with an emphasis on journalism, from Southern Utah University. There I got to work as an editor for the paper, so that experience helped too.

Although my academic education had a huge influence on what I wanted to do, as odd as it sounds, working in my family's motel really helped me build a lot of the skills that I use day to day. The July after I graduated from high school, in 2014, my family went in on a local motel in our area. I ended up running a lot of the day-to-day tasks of the motel, while my mom did the books and ran the larger-picture part of the business. I worked the front desk with customers and oversaw our employees, helping run the motel every day for just shy of seven years."

MM: "That's impressive! And it sounds like your interest in journalism combined with your experience in operations is the ideal combination for your role. So, you were 18 and plummeted into trying to build a successful business on behalf of your family. What was that like?"

SK: "I had only stayed in a motel maybe once before that, and I had never owned a business, so it was completely foreign. From there, I learned how to hire, train and fire people. I learned how to manage inventory and run computer programs. It was a crash course in public relations and business management as a whole; at one point, we had nine employees for our small motel. It was a lot, but maybe the best education I could have gotten in business. I'm grateful for the opportunity to have learned and earned, while supporting my family."

MM: "So, timeline-wise, there was a little bit of a gap between running the hotel and coming to work at *ShopTalk!* What else did you do in that time?"

SK: "I had a few 'odd-end' jobs, working as a teller at a bank and a service writer at a diesel truck repair facility. I wasn't passionate about



Savannah Keller

either, so I won't say I excelled at them, but it did help me figure out what I did want to focus on. I always knew I wanted to work in journalism, ever since I was young. I have a love for people and telling their stories.

I just think people are interesting, which is one of the things that I love that we do at *Shop-Talk!* We highlight incredible, hard-working artisans who are passionate about their craft and its history, which makes it all the more engaging when they do share their story."

MM: "It sounds like you hadn't been around leatherworkers much before coming to the magazine. What has been your experience so far joining this community?"

SK: "I have so much respect for everyone we get to feature. This community is made up of hardworking, God-fearing people who love what they do and enjoy visiting about it. It's certainly made it easier to build relationships with folks, really from all corners of the world. We talk regularly to people in the United States and Canada; however, I also get to connect with people in Sweden and Germany. I recently talked to someone from Iceland, which was exciting. People from all over, who share the same love of craftsmanship.

It's that common core of preserving the traditional arts, both keeping them alive and moving them into the next era, that I've really found rewarding. Genuinely just some of the kindest people I've ever met." MM: "I couldn't agree more! It would be an oversight not to ask you at least one marketing question in a marketing column. From your experience, what is the biggest piece of advice that you'd give to a small business trying to promote itself and grow its business?"

SK: "In my very amateur opinion, the key to succeeding in small business is to cultivate. Cultivate your business and yourself. Like soil and seed, it takes time, care, attention to detail, a lot of work and even more patience. It takes time to establish a reputation of excellence, whether that's a tiny motel in a small town or a renowned leather company; and in a fickle world, what lasts isn't built overnight. Most importantly, make something good out of every day, you do good when you feel good."

MM: "You don't give yourself enough credit. That's great. One final question for you. Now this is the Women's Issue, so it would be a missed opportunity not to ask: in a historically male-dominated industry, what do you see as the role of women in the evolution of leatherworking?"

SK: "Oh goodness. You know, coming into leather, I assumed everything was gun holsters and cowboy boots, but this industry is so much more than that. Women bring a lot of new perspectives, particularly with the rise in western fashion. That fresh look and artistic flare just really shakes things up in an exciting way.

In today's day and age, people really value style and quality and uniqueness, whether it's bags or clothing or accessories. The women in this industry have really sparked the fun, spunky side of leather that maybe hasn't always been historically there. And I think that's been important for the spread of leatherwork in popular culture and keeping leather on trend.

All that said, this is a really great issue with some really amazing women. We're proud of how it's all come together!"

TURN YOUR SEWING MACHINE INTO A BUCKSTITCHING MACHINE

"Burns Saddlery builds roughly 4 buckstitch saddles a week. The needle saves us several hours per week."

—Matt Wanner, Head Saddle Maker, Burns Saddlery



Take all of the labor out of punching your buckstitch holes and drastically increase your production time with our buckstitch sewing machine needle.

This needle can be used with any sewing machine that uses the 794, 7x3, or 7x4 needle systems. It can also be used in a Landis #3 and Randall Harness Stitchers.



BRENNEMAN'S Leather Goods



Manufacturer of quality Leather Belts and Wallets!

For a free catalog and wholesale price list, please call or write us.

658 Davis Road, Salisbury, PA 15558 Phone 814-662-4027 | Fax 814-662-2580



Wholesale: weaverleather.com/dealers Retail: weaverleathersupply.com 800-932-8371 23-5585-SP-DAD

THE HIDE REPORT Hidenet Special Report: Lineapelle Day 1 It is a crowded fair, right from the opening

The following is used with permission from hidenet.com, the premier source for information regarding the worldwide hide and leather markets. Please remember that this information will be a month old by the time it reaches you. Hidenet Special Report: Lineapelle Day 1 It is a crowded fair, right from the opening, but there are also many market problems. This is how Lineapelle starts, amidst the trust that always accompanies the most important appointment in the world for the leather industry and concerns about a general slowdown in orders.

Italian tanneries have not only lost the volumes of furnishings, a destination for which substantial changes are not foreseen in the short term, but also those of the automotive, grappling with a particularly complicated historical transformation. At this stage, the programming for leather goods orders is also lacking. The big luxury brands are delaying orders and a month of a slowdown in production is expected because, apparently, international sales are not working at last year's pace.

In Tuscany, various companies tell us that the levels of water purification are at historic lows. The cause of this slowdown is not only Gucci, which is decreasing production due to the change in the style direction but also other important brands. Footwear is also lagging behind, but in general, this destination starts beginning in March. The most striking fact is the decline in leather goods, which is generally ahead of its time and can have a greater number of collections over the course of the year.

Nonetheless, veal prices continue to increase. The last contracts for the 16.5 kg size in the Netherlands were signed at €5.80/kg against an average of €5.40-5.50/kg at the end of December, and for the 22 kg size we are talking about €4.80-4.90/kg. France is almost unapproachable, also due to an estimated drop of around 20% in slaughter: the most recent price for 8-12 kg is €6.20/kg, and for the top of the range there are those who paid €8.00/kg.

Luxury groups are negotiating the purchase of products for the next three years, on the basis of precise planning for slaughterhouse activity, and the price issue has not been addressed: what matters is having skins. Therefore, the differential between calves and cows continues to increase, because cows are unable to increase their prices. In the face of requests that have risen between 5 and 8 cents, the current values are unchanged (€0.65-0.70/kg for northern German 25+, 5-10 cents more for The Netherlands, 5 cents less for northern Italy, while for the UK the price is £0.85/kg).

The fair is only on its first day, but the direction seems already defined: short-term stability, the possibility of a medium-term recovery but on the condition that orders from China resume and that work restarts in Europe. Anything else to report? The upward requests by the Brazilians for Tr1, which fall on deaf ears for now.

Hidenet Special Report: Lineapelle Day 2

The second day of Lineapelle was as positive as the first. It had an even higher number of visitors – as always happens on



KANGAROO LEATHER IN COLORS

SHOE AND BOOT MAKING TOOLS skiving knives, shoe and french hammers, tacks and nails, inseaming awls and hafts, shank pullers and lasting pliers, pedigraphs, crimp boards and screws, wood pegs



- **CUSTOM STEEL STAMPS**
 - EATHER
 - **BITS & SPURS**
 - SILVERSMITHS
- **BLACKSMITH / KNIFE MAKERS** 0 **CS OSBORNE LEATHER TOOLS**

steelstampsinc.com Sales@SteelStampsInc.com 208-345-2550

INFORMATION

the central day of the Milanese fair – but the market doesn't offer the answers that the tanneries expected.

The situation appears difficult because the fashion groups are continuing to postpone their programs, and some are already talking about a winter season partially thwarted by the purchases already present in tannery customers' warehouses.

At the root of everything is the slow nature of international consumption, with the Asian continent as the main critical point. The response of the brands has been: buy less, produce less, focus on higher-priced items. As a result, orders are concentrated on the best calves and reptiles, with real surges in turnover for tanneries specializing in crocodile. Moreover the gap with respect to the basic materials, i.e. the cows, is getting wider and wider.

The good news is that prices remain stable, because slaughterhouse production in Europe is just as slow. In addition, the Chinese have bought unsold stocks at very low prices in recent weeks, thus freeing up warehouses and offering traders and transformers a little financial breathing room. In the meantime, the upward attempt by the Brazilians, who had raised the prices of the Tr1, seems to have reversed because it's impossible to obtain the result. If tanners have no orders – and furnishings are really in a stable situation, at least the medium/low level – they certainly cannot buy at a higher price.

The market for raw hides is therefore totally flat. Prices are unchanged due to a lack of demand and a substantial balance between supply and demand, because of low slaughterhouse production. The few contracts closed during the fair, amidst a thousand difficulties, have the same prices as in the pre-fair period: 0.70/kg for 25 + Northern German cows, $\pounds 0.85$ /kg for 36 + in the UK, and from $\notin 0.80$ to $\notin 1.00/\text{kg}$ for 32+ in central France. Even the push on bulls, with prices rising by 5-10 cents in the pre-exhibition period, seems to have run out. Some new contracts are expected to help understand if bulls will also return to the pre-exhibition values and tomorrow, the last day of Lineapelle, should provide a little more information. There is no market for the economic grades and the Brazilians, unable to cover processing costs, continue to invest in collagen production plants, because it is not convenient to tan those types of raw materials.

NPD: US Footwear sales expected to stabilize through 2025

Following pandemic-fueled volatility since 2020, U.S. footwear industry sales are expected to stabilize over the next three years, according to The NPD Group. This "slow and steady" storyline will play out across the major footwear categories, as lines continue to blur across fashion, leisure, and performance.

The latest Future of Footwear forecast reports that the industry will grow sales revenue at a steady pace of 1% through 2025, with unit sales beginning to improve in 2024, as the pressure from average price increases will ease. Consumers will look to maximize versatility with their upcoming footwear purchases, as shoes good for "casual everyday use" will top the reasons for purchase in the first half of 2023.

"This will be a reset year for the footwear industry," said Beth Goldstein, footwear and accessories analyst at NPD. "After three years of ups and downs, we can expect sales and price trends will level out as consumers settle into their now-familiar lifestyles and make strategic choices about their must-haves versus their niceto-haves, as they continue to grapple with macroeconomic pressures."

The sport leisure category generated the highest sales in 2022, but fashion footwear was the biggest driver of growth as the return to workplaces, events, and other activities brought attention back to more formal footwear categories. "While the fashion footwear market will continue to benefit from these social behaviors in 2023, their impact will begin to level off, as the replenishment needs that propelled the category in 2022 will slow," said Goldstein.

As consumers weigh their priorities, the blurring of fashion and athletic footwear will continue to be part of the equation. Casual footwear, sneakers, and athletic footwear are most likely to be considered necessities, compared to dress footwear, outdoor shoes, and slippers, which are more likely to be viewed as non-essential.

"In a market projected to remain steady at the topline level for the near term, the key growth opportunity for footwear brands in this environment will be taking market share," said Goldstein. "Part of this strategy will involve keeping pace with the demands of consumers who have become more deliberate in their purchases. The other part will be navigating a channel landscape that is far from static."

Broad international participation and support for APLF Dubai 2023

With less than one month to go before the inauguration of APLF in Dubai, which will be held in the Sheikh Saeed Halls 1 - 3 of the Dubai World Trade Centre (DWTC), the organizers have reported growing international support for the event.

Noteworthy is the burgeoning support from China after the easing of the zero-Covid policy was announced in late December, making international travel feasible once more for the Chinese business community. Chinese suppliers and buyers will be present at APLF and be able to take full advantage of the business platform traditionally offered to the leather and fashion sectors by APLF since its inception in 1984.

Asian exhibitors and buyers from India and Pakistan will now be joined by two Chinese pavilions and buyers, many of whom have been recruited by the many Chinese regional associations related to leather and footwear that wished to be part of this second edition of APLF in Dubai.

The fair will cover a gross exhibition area of 16,000 square meters and will host 14 national pavilions from the following countries: Brazil (2), China (2), Egypt, France (1), India (2), Italy (1), Pakistan (2), South Africa, Turkey and Vietnam.

This year's event will be strengthened by the participation of eight regional associations from China along with others from Vietnam, India Pakistan, Egypt, South Africa, France, Italy and Brazil, amongst others.

The favorable geographical location of Dubai as the Business Hub of the Middle East and the multiple flight destinations that come to the UAE will also contribute to the international nature of this APLF event.

The APLF Leather fair covers the whole supply chain of the leather making industry and offers hundreds of finished leathers for all application from footwear and leathergoods, to garments and upholstery. This makes APLF Leather a unique sourcing event in the Middle East and North African region (MENA).

APLF's sister fair, Fashion Access, will be held concurrently at the DWTC and is also supported by national and regional associations from China, Vietnam, and South Africa. A wide selection of footwear and leathergoods will be on display highlighting the future trends and colors that will populate the fashion scene in upcoming seasons.

There is still time to register and receive your entry credential by e-mail so please click on Visitor Registration to register and gain free entry to this APLF event.

RAW MATERIALS

Brazil

Last week in Brazil, the real closed the week at R\$5.2426 against the US dollar compared to R\$5.1762 in the previous period. The average price of fresh hides went up another 3 cents this week to sell for \$1.25 per kg. This week saw pressure to raise fresh hide prices by R\$0.05 per kilogram in the main regions, which ended up being confirmed.

The reference price of TR1 remains unchanged this week at US\$0.64 per square foot, US\$0.74 for extra heavy.

US

Heavy Texas steers stable – After moving higher last week, Texas prices were steady. Sales of 62/64 lbs. remain in the range of \$26.00 to \$27.50.



SHOP HACK: THE MAGIC OF DOUBLE-STICK TAPE By Carol Gessell

Many of you may already know the magic of the double-stick tape, but just in case there are some who are unfamiliar, here's a shop hack I learned of years ago while visiting an industrial materials store. This tape is 1/4'' wide, but I believe you can buy it in wider widths as well. It's an amazing time saver when putting zippers on chaps – so much easier than glue and no drying time! The tape is great on non-oily leathers (it won't hold oily types of leather) and I use it on strap and belt work, too.

Have fun with this and I hope it's information that some of you can use!

Carol Gessell 206-919-9194 blackhorseleather.com











Double stick tape and leather projects

MACHINES - PARTS - TOOLS - SUPPLIES SKIVING - SPLITTING - SEWING STRAP CUTTERS - DIE CUTTING - Beveling - Trimming -BRUSHING - EDGE PAINTING -Edge Finishing - Embossing HOT STAMPING - FOLDING COMBINING - HOT CUTTERS GLUE MACHINES - FASTENERS PERFORATING - SPRAY SYSTEMS DRYING OVENS - SHARPENERS Power Hammers - Work HANDLING - CUSTOM TOOLING Adhesive - Paints - Stains WAXES & CONDITIONERS MANUFACTURING SUPPLIES AUTOMATIC SYSTEMS

WWW.CAMPBELL-RANDALL.COM 1-800-327-9420 SALES@CAMPBELL-RANDALL.COM 405 FM 3083 RD., CONROE, TX 77301 USA ~ TEL: 936-539-1400 ~ FAX: 936-539-1411



www.aleatherd.com

Own a business? Apply online to save with Business Pricing! Military and first responders also qualify.



You can now shop online!



Rockethuster, HANDMADE CUSTOM BOOTS

Rockstar All The Way --

By Nick Pernokas

n what sounds like an old joke, two guys walked into an El Paso bar one night. One had a boot business and the other had a 1953 Cadillac Hearse. But our story actually starts long before that.

"Marty and I like vintage everything," says Nevena Christi. Nevena is the self-proclaimed "Boss lady" of Rocketbuster Handmade Custom Boots.

Her husband, Marty Snortum, was a Virginia-born commercial photographer who had moved to El Paso because he loved the desert southwest. Marty was also infatuated with the quality and design of vintage American manufacturing. His eclectic collection included vintage cars, jukeboxes, ray guns and cowboy boots. El Paso was known as the "Boot Capital of America" and many venerable old boot brands straddled the river. Frequently, he was called on to do shoots for boot companies. Colorful vintage boots were often used as props for the



covers of catalogues. In the back of his mind, Marty wondered why the retro styles of the Thirties and Forties weren't being made anymore.

One cool December night in 1989, Marty walked into a bar in El Paso, and engaged in some tequila drinking with a German-born entrepreneur who owned a boot business. The boot man admired Marty's Cadillac that was parked outside. Sometime during the night, a deal was struck and Marty woke up the next morning with two employees, a pile of leather and some sewing machines.

But fortunately, Marty also possessed a burning desire to make boots like he'd seen in those photo shoots. Marty searched El Paso for craftsmen that had learned the boot trade the old-fashioned way. Marty drew up some vintage inspired patterns. His crew got to work and word got around that someone was making classic Hollywood-style boots again. Marty decided to call his company "Rocketbuster," combining his love of retro science fiction and the west.

One of Marty's first customers was Roy Rogers. Roy loved Marty's idea about producing new vintage-inspired boots.

"The next thing you know, Marty is in Roy's closet talking boots," says Nevena.

Many of Roy's old boots didn't fit anymore and he was delighted with Marty having an interest in creating new designs for him. Roy ordered new boots for himself, as well as a limited edition for his museum.

"Not only was Marty able to make himself new vintage boots that fit his super wide feet, but he started meeting all of these great people and having a lot of fun."

For six years, Marty had the best of both worlds as he juggled his commer-



cial photography career and his bootmaking one.

In 1992, Marty purchased an old building in downtown El Paso. The building had been a fur trapper's warehouse in 1900, and now, as Rocketbuster Headquarters, it fit in perfectly with the vintage image of Rocketbuster.

In 1994, Nevena called Marty inquiring about boots for the Nicole Miller fashion show. Nevena came from the fashion and fine art world and had in fact graduated from Parsons NYC with a degree in both. Her background was a classic one. In this pre-computer era, she designed textiles and dresses by hand. Nicole had decided they wanted boots for the runway; and they wanted them over the top, with higher heels, taller shafts and wilder art.

"Every other boot company I called thought it was crazy when I told them what we wanted. I had drawn out all these crazy designs, like peacock feathers and French toile carvings."

In contrast, when Marty picked up the phone, he was really enthused about the project. Nicole and Nevena flew out to El Paso, and spent a couple of days with Marty fine-tuning the runway collection. ABOVE: Nevena and Marty hang out in the famous "boot doors"; OPPOSITE: Customers visit Rocketbuster World Headquarters located in downtown El Paso, Texas; PREVIOUS: Interior shot of Rocketbuster Boots.

О

0000





0000

LEFT TO RIGHT: Nevena, aka "Bosslady," measures feet to start the process for a custom boot order; Raul works his stitch magic on the Black Bouquet boot. Nevena found more than boots in El Paso however.

"We fell madly in love. We dated cross country for two and a half years."

In 1997, Marty asked Nevena to move to Texas. She asked him what she would do there and Marty offered her the boot company. Nevena took the deal and the challenge. A large part of her job was trying to collect debt from stores. In 1997, the recession was in full swing. She closed the shop for a couple of weeks, to find out what she had and how to fix it. Nevena found that she could improve the quality of the pattern making and custom fitting by applying some of the techniques she'd learned in the textile and fashion industry. She also decided that she'd rather work with custom boots for individuals. At that time, it was a much more positive world to work in than trying to collect from stores on boots that had already shipped.

"I love making boots for individuals because everyone's feet, legs and calves are different."

Nevena doesn't feel limited by "western." She feels that any type of artwork is fair game. Whether the boot is for a working cowboy, a rockstar, a wedding or a gala event, Rocketbuster starts from scratch and gives it 200 percent.

"When you can create a piece of art, tailored to an individual's dreams and personality, the magic happens. We're creating the heirlooms of the future." All of the Rocketbuster products are built by their small staff on site. Nevena considers their team of 12, family. Raul, a stitcher that Marty "inherited" originally, still works for Rocketbuster. Pete, the laster, has been with the company since its first year. Nevena still draws every pattern. Marty handles the photography, as well as the bookkeeping.

Nevena is reluctant to hire more workers because the magic is here now and family dynamics can be unbalanced with the wrong person. That being said, they know the right person when they meet them.

"Everyone here is really specifically fabulous at their particular job."

Growth is not part of the plan. Rocketbuster serves their niche and to become larger would move them away from that sweet spot.

"I don't want to be any bigger. I think if you get bigger, you can't keep an eye on everything and it's all about the details."

Nevena says the last two years have been spectacular for their business. The boots start at \$1500, and the wait time is eight months to a year and a half, depending on the difficulty of the boot design. Tooled boots are carved by Rick, who is extremely proficient at following Nevena's designs. He can only tool so much a day, so the carving can affect the time frame. Currently, Rick is working on a pair of boots that each have a different outer space city scene with robots on them. The next pair will be traditional vintage western.

"He knows how to do both, whereas if I handed some people something that strange, they just wouldn't get it. We are in sync. We just did a phoenix flying and catching on fire. The tail is the foot and it's catching on fire." These designs take a while to create; but when someone gets them, they are like a piece of art, or jewelry, that everyone notices.

"It's rockstar all the way."

O

Rocketbuster Boots is a destination, and many people fly in to El Paso to get fit for a pair and then make a weekend out of it. Many celebrities call, or have their people call, to get remote fittings. The celebrity list is truly A-list including Grammy award-winning rapper, and Pulitzer Prize winner, Kendrick Lamar. The latest pair of boots made for Lamar is featured in his "Rich Spirit" music video and includes a family portrait in the design. Sylvester Stallone and Jane Fonda are also some highlights of this year's boot production. You can check out Jane Fonda's boots in the new movie 80 For Brady. Another pair will be going to the jewelry designer at Dior. Nevena even helped Arnold Swarzenegger measure his feet on Facetime with his camera mounted on the floor.

"The only thing our customers have in common is that none of them are boring."

Nevena has had a lot of success with their remote boot ordering forms. She double checks everything with shoe size and, with her fashion background, is also familiar with European shoe sizing and brands.

"I've tried to think of enough checks and balances that I can tell if they've made a mistake. The first thing on the form should be not to drink wine before you fill it out. I mean, what part of total circumference did you not understand?"

Nevena also is working on a video to explain the measuring more extensively. She recommends using a



LARSON LEATHER COMPANY Premier Exotic Leather Supplier

GUEARNER SUPPLY LEATHER SUPPLY ASK FOR IT BY NAME BRAHMA WEBB® COATED WEBBING

When your projects must withstand rugged use, you can count on Brahma Webb®. Weather resistant, low maintenance and easy to clean, our exclusive coated webbing offers performance you can trust.



Brahma Webb[®] is also available from the following distributors

Fisher's Harness Shop Ronks, PA 717-687-6048

Countryside Manufacturing Harwood, MO 417-432-1062 Millersburg, IN 574-642-3678 bacher's Harness Supp

Troyer Enterprises

Brubacher's Harness Supplies Wallenstein, Ontario, Canada 519-669-2064

Wholesale: weaverleather.com/dealers Retail: weaverleathersupply.com 800-932-8371 non-stretchable ribbon and a yardstick if they do not have a cloth tape measure. Tape measures are frequently inaccurate.

Nevena counsels her clients to pick the toe they will be happy looking down at. No matter how narrow the toe, she will design the boot to have about an inch in front of the tip of toes. Most of the women who are looking for something dressier go with the 5/8-inch slightly dull box toe. As a woman's foot gets bigger, she might suggest a slightly wider toe like a 3/4 inch, in order to keep the balance for appearance. For men, a lot of boot styles are regional. In Houston, men favor a round toe. In Austin, the trend is for 1-inch to 1 1/4-inch dull box toes. Other areas seem to like a wider square toe. For highend exotics, many men want a boot with a "narrower than a roper" round toe that resembles a shoe for wearing with suits. The toe boxes are hand carved out of leather for each customer, so they can have whatever they want. Popular heels vary. People that walk a lot, as frequently her European customers do, like a lower heel. Customers wanting the old-time cowboy look usually ask for a higher one. Lasts cannot be tilted at different angles for various heels, so Rocketbuster builds their lasts for specific heel heights. If you look at the profile of a boot and the top of the heel is not level, then the last has been cheated at an angle for the heel. This sacrifices arch support and comfort.

"I have a pair of boots here in the shop that is over 100 years old. They are still soft and beautiful. Our boots may not be vegan, but they are definitely sustainable. That's why they're the heirlooms of tomorrow."

Rocketbuster boots allow an individual to have something special and personally unique.

"They can buy a painting, but they can't wear it around. For girls, you can put on any black dress and your boots, and you win."

Customers can get their names or messages stitched inside the boot. Rocketbuster also includes their label in the front of the boot to ensure they're recognized years from now.

Rocketbuster uses many leathers including exotics. Nevena feels that one of her favorites, Porosus crocodile, is completely different from American alligator. She prefers it because the ratio from circles to squares is a more uniform size. Her most popular exotic cut for men is a circle cut from the Porosus. It's the closest thing you can get to a sea turtle, which is reminiscent of the luxury British luggage of the Titanic era. "I had a tough time after Covid because Louis Vuitton and Hermès were buying up all of the Porosus crocodile. I can honestly say that I'm now a leather hoarder."

Nevena also favors baby calf and kangaroo, but now it is becoming hard to find. She is constantly trying to replenish her stockpile. Nevena is also using dye to create the right shade for each project.

Additionally, Rocketbuster has a line of handbags that tie in nicely with a pair of boots. These bags are functional, but are large enough to provide the perfect canvas for the Rocketbuster art. They are high-end designer handbags that are lightweight and beautifully lined with thoughtful pockets and zippers.

"A friend called and said he needed a bag for his wife and it had to be a 'mom' bag, with enough room and pockets for stuff."

Nevena made the patterns and built a prototype out of fabric to make sure it would work.

"Then I had to explain it to the guys. So, I brought in a really fancy handbag I had from New York. I said, 'Look at this. Ours has got to look like this.'"

Nevena wrote down step-by-step instructions to assemble the bag, because if one step is out of order in the sequence it can ruin the bag. Although no other styles of bags are being planned, they did lead to a line of Christmas stockings, which can be personalized like all of the other Rocketbuster products. The stockings are a fun gift for Christmas parties and are large enough to hold a bottle of wine.

Boot aficionados will be happy to learn that Rocketbuster's next venture is a coffee table book, with images from 33 years of one-of-a-kind boots.



PHOTOGRAPH BY LISA V. LOPEZ-LUPO



For Nevena, it all comes down to a love for her job.

"If I wasn't getting dirty, I wouldn't know what to do with myself. If you don't enjoy cooking, then your food doesn't taste good."

To find out more about Rocketbuster's products, call 915-541-1300, or go to rocketbuster.com. The company also has a very active Instagram page under Rocket-busterboots .

Rocketbuster Handmade Custom Boots 1115 Anthony Street El Paso, Texas 79901

TOP DOWN: Elena stains the sky on the custom robot design; Manny works on inlay and overlay for the Chimayo boot.



IN PROFESSIONAL LEATHERCRAFT COBRAIS KING

Machines born to rule for a lifetime. We guarantee it.



LEATHER MACHINE CO

G

O

(866) 962-9880 | info@leathermachineco.com | leathermachineco.com

© 2020 Leather Machine Co. LLC.



Leatherworker builds items for working cowboys, and others, in her one-woman workshop in Washington

By Lynn Ascrizzi

COUNTERCLOCKWISE FROM TOP RIGHT: Product photo of bag; Bag created and designed by Mackenzie for her website; Product photo of bag; Product photo of wallet; Mackenzie Crable pictured with leather items that she built: tack and saddle; Custom belt made by Mackenzie from her own drawing and tooling patterns. ackenzie Crable lives and works in the small town of Edwall, located about 35 miles from Spokane, Washington. "It's very rural, very windy, with lots of farming land. I can't see my neighbor," she said.

But when it comes to the unique inner landscape which stirs the soul and brings direction to one's lifework, Mackenzie, 25, described a black leather suitcase given to her years ago by an uncle who had experience working with leather.

As fate would have it, the mysterious black suitcase contained handfuls of leather tools – edgers, conchos, key fobs and stampers. Amazingly, the suitcase also held old, how-to leathercraft books, like *Big Leather Secrets*, a pattern book by F.O. Baird. And, there were books by renowned leatherworker, Al Stohlman, whose works include, *The Art of Hand Sewing Leather*, and *Leathercraft Tools: How to Use Them, How to Sharpen Them*, titles that are still sought today.

At the time, when Mackenzie dug into the classic leather books, she discovered practical data which she still appreciates. "They're fun to have," she said.

She first tried her hand at leatherwork when around age 15. "I played with the old, dusty stuff in the suitcase for a while. Then, I decided do leatherwork for my senior project at East Valley High School, in Spokane. That event occurred around a year after I got the box of tools. The uncle who gave them to me said, 'Here's some leather tools for you to play with.'"

Since she didn't know how to work with the leather tools, she brought them to Indiana

Harness, a local saddle shop in Spokane. The shop's owner, Clint McGowan, showed her how to use them. "I made a headstall (bridle for a horse). My senior project passed and the teachers said I did very well."

DETERMINATION, FOCUS AND ENERGY

Nearly a decade has passed since Mackenzie first wiped the dust off those old leather tools. In fact, she has been working with leather ever since.

"Leatherwork has been my only source of income, since I was 18," she said. "I spent one full year in the Spokane saddle shop, where I learned many valuable skills around working with and repairing leather. I learned a lot about tooling. And, I did a lot of the cleaning and putting new strings on saddles. Later, I was able to take saddles apart and do big repairs replacing fenders and sheepskin."

Today, she is founder and owner of Arrow M Saddlery, a one-woman shop, as she describes it, where she builds leather items for working cowboys, such as chinks and chaps, breast collars, headstalls, saddlebags, back cinches and the like. She also designs and creates handbags, clutch wallets and other western-style products.

"To me, working cowboys are not just rodeo cowboys. They're the ones who actually go out and feed and work the cattle. It's very hands on. For example, they might be struggling with a cow's birth process," she said.

But her heartfelt passions don't end there. "I am the mother of three beautiful girls: Ellie Jo, age 10, Dallie, 3, and Laynie, who is almost 2. And, I truly love leather and the cowboy lifestyle. I also have done a lot of saddle repairs and countless amounts of tack," she said.

Currently, her on-going goal is to become a fully-fledged saddlemaker, a skill that takes extraordinary determination, focus and energy – a discipline many women of child-bearing age can appreciate.

"I have made one saddle so far," she pointed out. "I finished that first saddle in 2019, when I was 21, about six weeks before I had my middle child. When I started making two other saddles, I found out that I was pregnant, so I stayed with smaller leather items. I'm still doing tack –headstalls and breast collars. But I've made one saddle so far, have two in progress and two more waiting to be started."

Although tackling so many important responsibilities can cut into her saddlemaking time, she's sticking with it. "I'd like to get going on that. And, I'm still going to make nice leather belts and other items," she said, resolutely.

Her partner, Jake Maurer, a fourth-generation cattle rancher, raises beef cows on a cattle ranch in Edwall. He feeds and owns over 500 head of cattle. Mackenzie puts her energy into the cattle work too.

"I help with all the cattle. My job complements his job," she said. "I'm the Arrow M Saddlery brand and Jake owns the Double Arrow Ranch brand. We are constantly product testing as we use our horses to gather and work the cattle. We also sell our homegrown beef to locals. We have a pony for the kids and nine horses for the ranch work."

A PRIVATE WORKSHOP

When Mackenzie first got into leatherwork, she was employed by a saddle shop that did repairs. But now, she mainly creates custom items in her private workshop, which she set up in a converted 17x17-foot living room, based in an old house located on their 1,500-acre ranch in Edwall.

"This is where I keep my tools, my machines, my big cutting worktable. A lot of people don't know that I'm here," she said, which to her is

a good thing. "I don't have people coming through and distracting me," she explained.

One of her favorite tools is her Cobra Class 26. "It's a sewing machine that sews mainly lighter leather. So, I use this for purses, wallets, belts and some lightweight tack," she explained. She also likes to use a head knife: a round knife with a wooden handle and a big blade that is almost a half-circle. "I use if for cutting out leather patterns and also for skiving," she said, referring to a crafting process used to reduce the thickness of leather.

She also pointed out a valuable skill gleaned from repairing leather items. "I have learned the importance of building functional, usable products for real cowboys. If you're repairing something, you want it fixed and to work, or function. Each product must be able to function and get the job done."

And, she is setting larger goals.

"I also like to do custom work or to build inventory for my website. And, I am building my own brand. When people see my work, they will recognize it as mine. I'm in process. It takes some time for people to start recognizing your work. I feel that long-term leatherworkers have their own style."

To that end, she has been working on her drawing and tooling patterns. "I am drawing all my own patterns to create my own style and brand," she said.

TOP DOWN: Working mom life!; Product photo of taco clutches; Product photo of bag; OPPOSITE: Working mom life!

OGRAPH BY ALEXANDRARAE PHOTOGRAP
"Leatherwork has been my only source of income, since / was 18 / spent one full year in the local saddle shop in Spokane, where I learned many raluable skills around working with and repairing leather."



SALES & PROMOTION

Mackenzie mainly sells from her website, arrowmsaddlery.com. And, she promotes her work regularly on social media, such as Instagram or Facebook. Also, some items are sold by word of mouth.

"My local neighbors support a lot of my business and I make a lot of gear for them, for people in the surrounding area, about a dozen or more farmers and people who raise cows." Meanwhile, what is her biggest challenge regarding the saddle-making goal?

"Knowing what step to take next," she said.

KEEP IN TOUCH

Arrow M Saddlery Mackenzie Crable, founder, owner Cell phone: 1-509-939-4511 Email : arrowmsaddlery@gmail.com Web Site : arrowmsaddlery.com Facebook : arrow m saddlery Instagram : arrowmsaddlery

Long Legged COWGIRLS Down Under

By B. Crawford

ustralia is a ripper place with a fair dinkum reputation for sun-soaked beaches, corker landscapes and a western heritage of cattle stations, cowboys and outlaws. But, would ya believe it, the land down under is also home to Long Legged Cowgirls, a top-notch leather shop run by two sheilas who craft mean leather handbags, prettys, clothes and graphic art. Their gear is in hot demand, both here and abroad, but twin sisters Maxine (Max) Clifford and Calinda (Cal) King still have to pay attention to their family farm in Bridgetown, in the South West of Western Australia.

"The great thing about our leather work is the flexibility," Max says. "You just don't know what will happen. Sometimes we have time to work, but sometimes, 'Oh, the bull's out! We better go get the bull in.'"

Long Legged Cowgirls have an absolute passion for creating one-of-a-kind leather bags, bag "prettys," and other vibrant, original leather artworks for lovers of all things western. "We've honed our skills in leatherwork for over 10 years," Max says, "Combined with many more years of artistic experience to bring gorgeous, high-quality designs to our beautiful customers in Australia and around the world."

Clients across the world purchase leather goods from Cal and Max that reflect the western lifestyle. They focus their production on comfortable, convenient handbags like their latest build, the Wild Nights Festival Bag. Cal says, "We make small bags that you can just chuck on and take with you to a rodeo or concert and compliment your style."

Leather bags from Long Legged Cowgirls are unique pieces that speak to the individual taste of their clients: Vaquera Spirit, Coastal Cowgirl, Palomino Storm, Storm Pony, Steers and Stars, Two Faces, Blueberry Western. The names of the bags and leather bag ornaments reflect the cheeky humor of Max and Cal. "A lot of times you just look at a bag and the name just pops into your head," Cal says. "It doesn't have to make a lot of sense. It's just what feels good."

The name Long Legged Cowgirls came from the same creative space. "Cal rang me up one day, and says 'What do you think of this name?' and it just stuck. After all, we are just a couple of long-legged cowgirls punching out awesome western gear. We want to inspire all of our long-legged cowgirls to live their best life and drag their wildest dreams kicking and screaming into reality; it's kinda that simple!"

It took many years for Cal and Max to bring their own business kicking and screaming into reality. The twins grew up on a 1,500-acre cattle station, oops, I mean a cattle farm. "We call it a farm," Max corrects me. "Cattle stations are much larger properties to the north of us.

"My grandparents bought the first piece of land and, parcel by parcel, continued to build the property we have today. It was amazing growing up on a farm! We actually had mainly sheep and pigs here growing up and moved to all cattle here "We didn't know what the business would look like, but we knew we were looking for a creative outlet that would go hand in hand with farming. We are best mates; we talk on the phone daily. It was a no-brainer to work together."

- Max Clifford

maybe mid-nineties. We lived and breathed the farm; there were four of us kids, Mum, Dad and our grandparents out here and us kids did our share of the work. We had lots of good times working, playing and exploring."

As children, the twins didn't always find the joy in dusty sheep yards. It was a challenge for their parents to build up their acreage, and there wasn't much time or money for vacations. "I didn't really enjoy working the sheep," Max admits, "Once I started working cattle more, I thought, this is pretty good."

Max still lives on the family farm, Cal, a little closer to town, and both continue to raise cattle alongside their parents. The climate is mild, the rain is good and the land is well forested in eucalyptus and other trees. "It's great to be raising our families here," Cal says.

The twins went to a regional university close to home, where they studied visual arts. "There were a lot of different views of what art is and what art should be," Max said. "It kind of squeezed the creative life out of us."

The twins developed distinctive artistic styles. Cal developed a classic style that suits her down to the ground. Influenced by artists like Dustin Loftis and Cary Shwarz, Cal works with floral elements and pops of color for a no-frills finished piece. Max's style is driven by the three C's - cowgirls, cacti and cow skulls - bold, out-there designs.

"We have been doing art our whole life in one form or another," Cal says. "Our styles are just the same as they were back then." "I will show something I have made to Max and she will say, 'Damn, that's good!' That would then inspire Max to level up; over the years we have really learned to encourage each other."

Cal King

Review Sector

When they finished at art school, Max and Cal went off chasing cattle up north (yes, on cattle a station). They then went their separate ways for around eight years, continuing to work in agriculture. They stayed in close touch with one another; then finally decided to move back to the farm and start a business together that would scratch their collective creative itch. "We didn't know what the business would look like," Max says, "but we knew we were looking for a creative outlet that would go hand in hand with farming. We are best mates; we talk on the phone daily. It was a no-brainer to work together."

Cal says, "When I lived in Esperance, a six-hour drive away, I knew an old guy who used to make miniature saddles out of leather. We also both enjoyed looking through Western Horsemen magazine, and those two things helped spark an interest in what we might create."

Max was the one who first led them to leather work. "I saw some leather tools for sale and we drove a four-hour roundtrip to pick them up; from there on in, it was a steep learning curve," Max says. "That was about 13 years ago!"

Long Legged Cowgirls started out making belts, tack, bridle and reins, and then they decided to create products that were more artistic. The handbags were perfect for that. The only thing the twins had to do was learn how to make them.

Many times, Max and Cal took things apart to see how they were built. They bought books and combed the internet to learn. "Instagram has been a really incredible space for us to connect with other makers around the world and continue learning and to grow our business," Max CLOCKWISE FROM ABOVE: Styled shot of Max wearing sparkly pink tooled High Top Converse; Festival bag, tooling by Cal; We generally don't do custom work; this was a maker swap with Australian silversmith Amanda Hemmings of 'Desert Drifter'; This is Cal, often found here at this bench dreaming up the layers of the next bag build; PREVIOUS: This is Max, lover of vintage western shirts and very partial to wearing pink!







says. "We also did a week of classes with Barry King when he came to Brisbane for the Dimensions In Leather conference about seven years ago. We were tooling already by then, but it really set us on the path to honing in on our art, developing our drawing and tooling skills, and focusing on a smaller range of products with that artistic side in mind."

Their workshop space on the farm serves as an inspiration for their leather work. "Our workshop is something we are really proud of," Max and Cal told me. "It's not the biggest space around, but every time we walk through the door, we are reminded about the years of persistence that it has taken us to get where we are now. Our pride and joy, a Cobra Class 26 sits across from the doorway. We didn't have enough money for it when we bought it, but we decided to order it anyway and work out how to pay for it later! It sits next to our vintage Singer Boot Patcher. Most of our furniture is vintage – vintage table, chairs and cupboards, we love vintage!!

"Every year we cram a little more into the workshop and try to rearrange things to make better use of the space. We've added lino printing to our skills in the last few years and our tooling bench doubles as a printing space; we've got more interests we want to pursue and work it in with our leather work. Where we will fit it all in remains to be seen! We commissioned Australian artist Shona Underwood to create the painting *The Long Legged Cowgirl*, which sits in a place of pride in our workshop. She is a reminder of what we can do when we pull our boots on and go to work."

Long Legged Cowgirls focus is on creating one-off pieces for their clients, a work style that fits their lifestyle. "What works best for us is to create whatever we are ready to create and put it out there."

Max takes care of most product shoots, their website and social media. Cal keeps the books in top order and takes care of most of the materials orders, and they both work together in their workshop to make their unique leather products.

Max usually has the country tunes cranking, loving Cody Johnson, Brooks and Dunn, Terri Clarke, Garth Brooks, Kenny Chesney. Solid country. Cal seeks peace and quiet for her creative endeavors. Max and Cal don't always agree on the choice of music or style, but they always manage to meet in the middle.

"We do definitively have times where we disagree," Max says, "but we are very tolerant of each other, being twins and all."

"I will show something I have made to Max and she will say, 'Damn, that's good!'" Cal says. "That would then inspire



Max to level up; over the years we have really learned to encourage each other."

Today, both of the cowgirls have families of their own, running their leather business in addition to all the chores demanded by raising cattle and kids.

In her free time, Cal loves to run. "I have a nice big kangaroo dog that runs with me. I love the peace and quiet of running."

Both Max and Cal are involved with their local agricultural society, something that has been part of their lives since their childhood. Even with leather work, farm work and community work, Cal and Max still have time to enjoy a cuppa.

Having built a successful leather working business, Max and Cal feel the pull to create more art to go hand in hand with their leatherwork. They find inspiration in collaborating with other artists such as Shona Underwood, and Jess Garwood, a street artist, who helped the cowgirls with their business branding. They have also collaborated with Colorado Mohair artist Trish Terry for the last four years and Australian cinch maker Aleena Greenaway. "We love working with other creatives; it's really exciting." Max says.

"The lino printing has really developed for us. We started with that







CLOCKWISE FROM TOP LEFT: One of our original lino prints, released on shirts late last year; Max painting, we use Angelus paints; Festival bag, Bolts and Jackrabbits are a fave of Max's; 'Ghost Ride' A3 Lino Print, using Speedball inks on Fabriano professional printmaking paper; Bag strap, sometimes we work on designs together and this strap features tooling work from both of us; 'Painted Desert' Collection, Mohair Bags. We've been collaborating with Trish Terry of 100% Mohair Horse Tack in Colorado for nearly 4 years now, her Mohair work is incredible; We handprint our own materials for bag lining using our own lino print designs, printed with Speedball inks.

"Every year we cram a little more into the workshop and try to rearrange things to make better use of the space....We've got more interests we want to pursue and work it in with our leather work.Where we will fit it all in remains to be seen!"

— Max Clifford and Cal King





because we were looking to produce our own materials for lining our handbags. It progressed to some art prints, thank you cards and we also released a lino cowgirl design on shirts late last year. The shirts were really successful and we'll be following up with more of those. It's just great to give our customers more options to be part of our brand.

"We love a chat with our customers and to know a bit about them and we treat them all like our mates," Max says. "We feel so blessed to have the support that we do; it's not just our customers but our social media followers too that keep us pinching ourselves that we've built this brand and amazing community basically by doing something we love."

"The dream is always just to continue enjoying what we do, as long as we're still excited about our craft and looking forward to stepping into that workshop to create; that's the dream right there," Cal and Max agree. "Of course, a more spacious workshop filled with amazing vintage furniture, racks of leather, western art on the walls, cowhides on the floor and maybe a neon sign or two wouldn't go astray in that dream!"

The Long Legged Cowgirls leather goods are a testament to the fact that there ain't no boundary when it comes to craftsmanship. These skilled women are taking their craft to new heights and their creations are dead ripper. To her fellow leather workers, Max says, "Thank you for putting yourselves out there so we can learn as well. It feels like we're part of things, part of an awesome industry."

So, let's raise a coldie to Long Legged Cowgirls for keeping leathercraft alive and kicking down under. Cheers! *****



STUNNING PORTRAITS from the Prairies

of Western Canada

"I can peer out my kitchen window and watch the world turn green as I work! Livin' the dream."

– Rayanne Alm

LITTLE SMOKE LEATHER COMPANY IN THE ALBERTA FOOTHILLS

ABOVE: "HOLY MOLY THAT'S INCREDIBLE," said baharanchwesternwear.com of the key tag with King's portrait; OPPOSITE: In a reflective moment in her offgrid cabin/leather workshop, Rayanne models a hat patch, cuff, and Yeti wrap.

by Gene Fowler

have 56 tiny paintbrushes, boil my coffee in a pot, like roping moving things sometimes, shoeing horses, avoiding loud noises and running my truck out of gas," says Rayanne Alm of Little Smoke Leather Co. in Red Deer County, Alberta, Canada, as an introduction on her Instagram account. Last year, she passed the 10,000 followers mark on her lively dialogue in cyberspace with customers, fellow makers and friends.

Commenters on her page most often rhapsodize about the incredible detail in the portraits of horses and dogs that Rayanne creates on carved and hand-painted leather key tags and hat patches. (She's also been known to tool and render the occasional landscape, flower, abstract design or cow on a YETI wrap, wrist cuff, dog collar or wild rag slide.) And, when I say her work is really, really good I don't mean that it's rilly, rilly good. I mean it's REE-ly REE-ly good.

Little Smoke puffs out its virtual signals from a kitchen table in an off-grid cabin "tucked back in the woods" and down a dirt road in the Alberta foothills. "I can peer out my kitchen window and watch the world turn green as I work!" Rayanne posted, in late April 2021. "Livin' the dream."

The artist grew up on her family's cattle ranch in Central Alberta. In a recent phone interview, she explained that she began painting animals and landscapes at a fairly young age. After high school, she moved around for a time, working in the forestry industry and for the Alberta government. Returning back to her home area, Rayanne



PHOTOGRAPH COURTESY OF LITTLE SMOKE LEATHER

resumed cowgirling on local ranches and started a farrier business.

Back in 2020, she explained on Instagram that she started painting on leather after searching in vain for "the perfect brand patch." Finally, she just decided to make one herself. And thus, about four years ago, Bar Roan Leather was born. Rayanne changed the name to Little Smoke Leather in April 2021. The new name was "inspired abstractly" by her favorite song by the Canadian singer Del Barber, "Big Smoke," and more directly by her "woodfired country home."

She taught herself leather work with the aid of YouTube tutorials, especially the instructional videos of Texas saddlemaker Don Gonzales, and through howto's and other info shared by a far-flung network of fellow makers on social media. Today, though she does leather work year round, she moonlights at Little Smoke while shoeing horses and doing ranch work and wrangling for hunting outfitters in the spring, summer and fall. Through the long Alberta winters, she's on the one-woman, painted-leather production line full time. Rayanne told me that she prefers to use four-ounce European veg-tanned leather that she obtains from the Tandy store in Calgary, about an hour and a half south of her cabin in the Eagle Hill area. When she needs something heavier than four-ounce, she heads for Longview Leather in Longview, a bit further south. Both Calgary and Longview are cowboy towns situated on Alberta's famed Cowboy Trail. Calgary, of course, hosts the legendary 10-day Calgary Stampede each July, a rodeo-and-more event billed as the "Greatest Show on Earth."

"I buy the leather in person," she explained, "because I have to get my hands on it before I buy it." And while she orders some supplies online, she also buys her paints, Angelus Acrylic Leather Paint, in person.

Like so many good makers of unique custom items, Little Smoke's lone employee has more business than she can handle. To keep orders current and not create a backlog, she opens up her online shop for customer requests at certain times, taking custom orders and offering items on hand for sale. Prospective clients refresh their phones and click like crazy, but all custom spots and pre-made items often sell out in three minutes. As one Instagram fan mused, "It's a real testament to her artwork!"

Once an order is placed—often for a memento that recreates the beloved face of a deceased horse or dog—Rayanne begins carving, detail beveling, staining, painting and satin finishing. Those steps are followed by beveling and slicking the edges, and finally, stitching. Little Smoke patrons who successfully navigate the digital queue are enchanted. Speaking of a blue-eyed beauty of a pooch named Lexi, one customer wrote, "I can't thank you enough for this keepsake of my baby girl! It's absolutely stunning!" "I was so excited when this arrived, you absolutely nailed our girl and I LOVE IT!!" wrote the owner of another good dog named Abby. "I remember refreshing my phone every minute for when the store opened, so worth it! You are a master of your craft!"

Perhaps, someday, Rayanne will concentrate 100% of her time on Little Smoke. But as much as that would delight potential customers who haven't made it through the ordering process, I fear it might kill a little bit of the Little Smoke lady's soul. She's such an outdoorsy, back-country adventurer that I think she needs that communion to be all she can be....none of which takes away from her devotion to Little Smoke Nation.

"I love hearing from customers," she wrote last July, "hearing your stories and meeting your beloved four-legged comrades through art. I'm grateful I get to come home in the evenings and paint with a purpose! Also, thanks always for bearing with me in patience as I navigate one small business alongside my other full-time job commitments. If I could sit and paint all day I would. (I'd probably get fat tho.)"

*

In addition to the brilliant artwork and lively commentary, another interesting thing about following Little Smoke's Instagram account is that it's like reading the journal of someone-with all her quirks and curiosities-who lives close to the land and the agricultural and ranching traditions that sustain life for the legions in the cities. "If you like it then you should have put a brand on it," she proclaims in one post. "If Beyoncé was a rancher that's what she'd have said instead...It's a good day when I can just paint heifers all afternoon...The rumors are true, I love cows more than all the other things. And also flipping through old editions of Western Horseman just to look at the pictures...Is it travel mug season? It's



PHOTOGRAPH COURTESY OF LITTLE SMOKE LEATHER



PHOTOGRAPH BY MEGHAN UNGER PHOTOGRAPHY



PHOTOGRAPH COURTESY OF LITTLE SMOKE LEATHER

gravel roads, windows down, classic country, cow dog in the passenger seat, coffee mug in hand season...My creative process is a mess, but alas, so is my life. Got a handful of projects on the go in various stages of unfinishedness. If there is a word in the English dictionary for unfinishedness, please let me know...I can't believe most days that I get to wake up, light my fire, make a coffee and make art for a living and I'm so grateful for everyone of you who have made this possible."

Many of the posts feature Little Smoke's faithful heeler pup, Fergus, aka "my shop unhelper." "My brand rep is unpaid and unimpressed," she says of Fergus in one post. "Fergus is feeling sad after getting kicked in the head by a cow again," she writes in another. "Some days me and Ferg are out shoeing horses and biting cows, and some days we think we're better suited to gentle tasks like painting, baking muffins and sleeping next to the wood stove."

Readers also get a fascinating glimpse of Canadian life. "Wild rag season is NOT OVER! Not in Alberta at least. The fact that it is forecasted to snow all week proves this. And also, the fact that it snows almost every month of the year. This also means wild rag slide season is also not over...One of the most amazing experiences is hearing an elk bugling on an early morning in the fall...I'm grateful to call this beautiful country home, where the sky is big, the landscapes are vast, the air is clean, and 'Sorry!' said with a smile, is a friendly Canadian greeting."

Most importantly, Rayanne Alm never loses sight of the ultimate source of this world and all its wonders. "I'd like to be an artist," she adds, "who gives glory to God for the gifts and talents He's given each of us. When I paint, I'm really working for the Lord."

littlesmokeleatherco.ca/ instagram.com/littlesmokeleather/ "It's a good day when I can just paint heifers all afternoon...The rumors are true, I love cows more than all the other things."

– Rayanne Alm

HOTOGRAPH BY MEGHAN UNGER PHOTOGRAPH

TOP DOWN: Little Smoke Leather Company's lone employee and CEO Rayanne Alm hard at work on one of her beautiful portraits; "It's the horseshoeing life by day, leather working life by night this week," Rayanne wrote of this piece last June. "Horses start to finish and a few iced coffees in between. I cropped this hat patch in progress pic of this gorgeous big paint for @eastcoast_cowpoke to show off some up close details."; "I can't thank you enough for this keepsake of my baby girl!" wrote Lexi's person. "It's absolutely stunning!"; OPPOSITE TOP DOWN: This past fall Little Smoke Leather Co. began offering these framed portraits; Shown here with her shop heeler Fergus, **Rayanne Alm runs Little Smoke Leather** Company in her off-grid cabin in the woods of the Alberta foothills; Rayanne describes this beautiful piece as "Lady the pretty bay in a bosal."





WHAT IS AVAXHOME?

AVAXHOME -

the biggest Internet portal, providing you various content: brand new books, trending movies, fresh magazines, hot games, recent software, latest music releases.

Unlimited satisfaction one low price Cheap constant access to piping hot media Protect your downloadings from Big brother Safer, than torrent-trackers

18 years of seamless operation and our users' satisfaction

All languages Brand new content One site



We have everything for all of your needs. Just open https://avxlive.icu



HOW TO TOOL LEATHER EARRINGS

By Lexi Fotheringham of Burns Saddlery Media by Logan Gossett of 1876 Media



MATERIALS NEEDED:

Maul Stylus

Swivel Knife

• Pear Shader

- Hole Punch
- Forceps
- Aussie Cream
- Eyelets & Fish Hooks
 - Leather
- Seeder

• Beveler

To begin making earrings, start with 6 oz leather. This will prevent the earrings from being heavy and uncomfortable to wear.

Note: In this "How-To" the earrings being tooled are pear or rain drop shaped; globular form at the bottom tapering towards a point at the top. However, earrings can be made in any shape desired.



STEP 1: Use a #15 hole-punch to make a small hole at the pointed tip of the earrings. This is for the hardware to be installed later in the process.



For these earrings, the tooling design is a flower.

STEP 2: Begin by lightly spraying water on the leather before cutting in a border line.



STEP 3: Lightly sketch a flower design before tooling.





We Handcraft the Finishing Touch

HELPING YOU CREATE SINCE THE 1920s

A al

Sunset Trails has one of the largest collections of dies in the world, including pieces from the famed McCabe Silversmiths.



Salina, Utah (800) 4-BUCKLE sales@sunsettrails.com www.burns1876.com Sunset Trails







leather, nylon, and textile projects up to 1/4" thick, the Weaver 303 delivers. With a speed reducer for selecting the right stitching speed, a knee lift for hands-free raising and lowering of the presser foot, a convenient oil bath for easy maintenance, and lots of extras, this machine's rave reviews are well deserved!

Wholesale: weaverleather.com/dealers Retail: weaverleathersupply.com 800-932-8371 23-5585-SP-DAD



TEXAS LEATHER GOODS THE NUMBER ONE RESOURCE FOR DESIGNERS, MANUFACTURERS AND RETAILERS



STEP 4: Now that the flower design is sketched on; cut it in using a swivel knife.



Note: Be sure to not put too much pressure on cuts as 6oz. leather is very thin and easy to cut through.

STEP 5: Now that one earring is cut, tap it onto the front side of the other earring for a mirror image pattern. To do this, simply flip the cut earring face down onto the smooth side of the other and tap with a mallet.



STEP 6: Then cut the pattern into the second earring.

STEP 7: Once the flower patterns are cut, go in with a lined pear shader, and a mallet, and give the pattern some dimension.

Note: With this pattern, the center of it is beveled and then pear shaded afterwards. When beveling around your center you will want to start heavy at the edge area and drag it out towards to middle area.

STEP 8: Now that you have a seeded center, bevel the petals of the flower.

STEP 9: Bevel the outside line.

STEP 10: Deco-Cut. It is recommended to deco-cut from the center out and the tips of the flower pedals.



STEP 11: Dye the leather earrings. While there are many ways and options in dyeing leather, such as antiquing or color, in this "How-To" the leather will be dyed with Aussie Cream.

With Aussie Cream, not much is needed as a little goes a long way.



STEP 12: Lastly, install the hardware. After the eyelets and fishhooks are installed, the earrings are complete.





Find this month's demonstration video online at https://shoptalk-magazine.com/skill/.





HIGH STANDARDS, HIGH QUALITY.

Realeather [®] offers everything needed for a full leathercraft program including sustainably sourced leather products, tools, specialty hardware, dyes and finishes, beginner to advanced kits, and more.

A Silver Creek Leather Co. brand 812.945.8520 • info@silvercreekleather.com • www.realeather.com



A handy tool to have in your workshop for sewing heavy materials such as leather, canvas, & vinyl. Proudly manufactured in the USA.

A product of Silver Creek | eather Co. 812.945.8520 • info@speedystitcher.com • www.speedystitcher.com

INTRODUCING OUR NEWEST PROFILE EATHER WEIGHT (

This profile was created to feel like the weight & thickness of a traditional leather belt

THICKNESS: 0.120" **BETWEEN OUR STANDARD AND**

AVAILABLE IN 1¹/₄" AND 1¹/₂" IN BLACK BL520, SEMI-GLOSS BLACK BL580, AND SUPER HEAVY PROFILES 2 NEW BROWNS BR525 AND BR526

BIOTHANE'S FIRST EVER REVERSIBLE PRODUCT

SAND EMBOSS on one side & LEATHER EMBOSS on the other



CALL FAIRVIEW COUNTRY SALES AND ORDER ROLLS TODAY 330-359-1501 | ONLINE AT STRAPWAREHOUSE.COM

KNOWLEDGE

business advice

A Sense of Purpose Is Important for a Thriving Workplace

By Aneesha Arora

The complexities of the changing workplace go far beyond what many people could have envisioned before March 2020. Since the onset of COVID-19, employees have re-evaluated their expectations and priorities, resulting in a dramatic shift in how they view their work and their purpose behind it.

As organizations have worked to adjust to massive disruption and change, HR professionals have zoned in on employee well-being, flexible work models, and company culture to meet the demands of a changed workforce. Purpose provides organizations with an opportunity to improve employee engagement by showing the impact of the work they do.

WHY DOES PURPOSE MATTER?

Now, perhaps more than ever, employees seek organizations that align with their ethics and values. To continue to attract top talent in a competitive job market, organizations have taken steps to redefine and communicate their purpose. Being able to clearly articulate why your organization matters to people has become a top priority. However, purpose shouldn't just be a set of words. Top-performing organizations take purpose one step further by using it to guide decisions and operations.

A PURPOSE-DRIVEN CULTURE FOSTERS CONNECTION

People want to contribute to something bigger than themselves by doing work that matters, and a strong sense of shared purpose can be a unifying force that helps every employee see how their day-to-day actions contribute to an organization's overall success. Not only does purpose drive employees, it can drive results, as well. The Cone/Porter Novelli survey found that 66 percent of Americans would switch from a product they typically buy to a new product from a purpose-driven company. This figure goes up to 91 percent when Millennials (born 1980-1994) are polled.

In a more talent-competitive and hybrid environment, Hillenbrand President and CEO Kim Ryan realized that purpose could become an important tool to foster connection, attract, and retain talent, and build a strong company culture. With that in mind, we launched our purpose, "Shape What Matters for Tomorrow," and our new core values to more than 10,000 associates globally in 2022. Over the course of the last year, we have learned valuable lessons that can be applied to organizations of all sizes looking to increase engagement and drive a positive impact in the world.

TAKING PURPOSE FROM IDEA TO ACTION

A thoughtful approach for bringing purpose to life through a training program that is owned by our workforce can help ensure organizations fully reap the Remove & Install Decorative Conchos *QUICKLY*





THE RIGHT TOOL For a tough job







1876 MEDIA, P.O. Box 6, Salina, UT 84654 435.565.6052 | savannah@burns1876.com | www.shoptalk-magazine.com



KNOWLEDGE



benefits of a more engaged workforce. Support from executive management is essential, but getting buy-in from employees at every level is critical to success. As an organization with employees in more than 40 countries, we knew we needed a global, multi-functional team to help us take our purpose from idea to action. We tapped local voices within our organization that carried weight and influence to share personal stories of purpose in action that would resonate with their peers and colleagues. Through hundreds of sessions, we brought employees together to build mutual understanding of our core values and ideate all the ways we can bring purpose to life. Purpose is the foundation for every decision our company makes, and ultimately how we add value to the world through our people, our products, and our partnerships.

The world of work has changed dramatically in recent years and will continue to evolve. As an HR leader, it's my responsibility to help my organization navigate change and plan for the future of work to ensure we grow and improve. Our purpose helps us leverage our talent base by showing the value of their contributions. Leveraging a strong company purpose can be a differentiator in creating customer and employee loyalty, unlocking innovation, and driving growth.

Training Magazine (2023). A Sense of Purpose Is Important for a Thriving Workplace. Retrieved from https://trainingmag.com/a-sense-of-purpose-is-important-for-a-thriving-workplace/.

At Shop Talk! we are dedicated to helping you succeed in your small business endeavors. Our Knowledge section will be a place for you to find business advice and information. If there is anything you would like to know, contact us at Shop Talk! P.O. Box 6, Salina, UT 84654, phone (435) 565-6052, fax (435) 529-1033, or email mshaw@burns1876. com with your inquiries and we will do our best to provide answers. OUR SUBSCRIBERS ARE YOUR CUSTOMERS



Place an ad for as low as



or as little as \$26.50 a month for a classified ad

SHOPTALK!

435.565.6052 savannah@burns1876.com www.shoptalk-magazine.com



56 APRIL 2023

LASSIFIEDS buy sell trade

WANTED

NEW SUBSCRIBERS WANTED. Now is the time to renew and see what you have been missing! Give us a call at (435) 565-6052, e-mail: savannah@burns1876.com or visit www. shoptalk-magazine.com.

GREAT OPPORTUNITY. Burns 1876 is now hiring saddlemakers, bootmakers, silversmiths, hat makers, and leather craftsman/woman in their manufacturing facilities in Salina, Utah. In-house training provided. Email rochelle@burns1876.com for an application.

Classified ad rates are \$26.50 for the first 20 words and \$.65 cents for each additional word. Words (or groups of letters) fewer than three characters are not counted when calculating the cost of the ad. Street addresses are counted as one word. City, state, country, and zip or postal code are combined and counted as one word. Enclose payment when submitting ads. Ads received without payment will be held until payment is made. Ads must be received no later than the first of the month prior to the month you wish the ad to run (e.g. ads for the February issue must be in our office by January 1). Typed or neatly printed ads are preferred. We are not responsible for mistakes due to handwriting. We also accept MasterCard, VISA, Discover, or American Express.





P.O. Box 967 • 915 NW Atlantic St., Tullahoma, TN 37338 (931) 455-3441 • Fax: (931) 455-3460 jclark@rawlings.com • lwilson@rawlings.com www.tntanningcompany.com



Refurbished Vintage & Pre Owned Leather Tools & Bench Machines



BRUCE JOHNSON PO Box 125

Oakdale, CA 95361

bruce@brucejohnsonleather.com (844) 584-7866 www.brucejohnsonleather.com

Buckeye Engraving

Quality Custom Marking Products Made in the U.S.A. since 1976

HAND STAMPS, DIES

& BRANDS...

\$ 330-677-5685

stamps@buckeyeengraving.com

BuckeyeEngraving.com Bp

GUEANER, LEATHER SUPPLY

MODERN STYLE SAO PAULO DOUBLE SHOULDERS

Create stunning personal accessories and bags with our exquisite Sao Paulo double shoulders. With a sophisticated, matte finish, a firm temper for more body and structure, and a palette of six beautiful colors, this leather delivers elevated style and enduring performance.

Wholesale: weaverleather.com/dealers Retail: weaverleathersupply.com 800-932-8371 23-5585-SP-DAD

leathercord

The source for all your leather cord needs. Retail/Wholesale



770-928-3993| LeatherCordUSA.com

DEDICATED TO THE ADVANCEMENT & PRESERVATION OF LEATHERCRAFT



Advance Your Skills. Grow Your Business.

ONLINE CLASSES · VIDEOS & PATTERNS · WORKSHOPS · PRIVATE CLASSES

Choose From 100s of Downloadable Videos & Patterns From:

Enjoy access to over 200 years' worth of collective knowledge, experience, and expertise within leatherworking industry available to you at home.



ELKTRACKSSTUDIO.COM | CONTACT@ELKTRACKSSTUDIO.COM





ADVERTISERS index

1876 Media7, 16, 54 & 55	
A. Lyons & Co12	
American Leather Direct	
Angelus Leathercare Products9	
Artisan Sewing Supplies/Toro60	
Barta Hide12	
Beiler's Mfg & Supply56	
BioThane 52	
Booth & Co12	
Bowden Saddle Tree	
Bowman Harness LTD14	
Brayer	
Brenneman's Leather Goods	
Bruce Johnson Leather Tools	
Buckeye Engraving58	
C Loy's Leather	
C.S. Osborne3	
Campbell Randall Leather Machine Co	
Carmine Jack Leather12	
Chino Tack	
Deeter Custom Saddlery18	
E.C. Leather	
Elktracks Studio	
Fairview Country Sales50	
Fern-Thatcher Co54	
Fine Tool Journal10	
Florida Alligator Marketing and Education	
FrogJelly Leather12	
Hansen Western Gear12	
Hermann Oak Leather Co2	
Hide House14	
IHS ELP16	
Illum Atelier61	



SEW MUCH BETTER

ARTISAN:

The **TORO-3200** features a 12.5" cylinder arm with compound walking foot (unison feed), large barrel bobbin and oscillating shuttle system. With our ACF-680 servo motor, sewing can be slow and controllable. It has 8" height in the working area and sews up to ⁹/₁₀" in thickness. Exclusive and only available from Artisan Sewing Supplies. Get yours today! www.artisansew.com

TORO-3200 by Artisan Sewing Supplies



Are you READY to take your **SKILLS TO THE NEXT LEVEL?**

Join Illum Atelier to **FIND SUCCESS AT EVERY** LEVEL OF CRAFTSMANSHIP.

We are a one-of-a-kind subscription based online learning platform for the leather community. You'll receive on-demand access to world-class instruction from renowned artisans and teachers.



illam







EST 1999 SPRINGFIELD® LEATHER COMPANY



Jeather With CELASS

CLASSIC BISONTE

Type: Bison Style: Pull-up Tannage: Chrome Cut: Side Sold by: Square Foot Available Styles: Shrunken (Whiskey, Dark Whiskey), Antique (Matte Brandy, Glazed Brandy, Glazed Espresso) Average Size: 18-22 sqft Thickness: 4-5oz (Antique), 7-8oz (Shrunken) Hand: Medium Soft

Our Bisonte line is made up of some of the most beautiful Bison leathers that you'll ever lay your eyes on! Understand folks, this is the original, classic Bison leather that is used worldwide to create the most beautiful (and expensive) leather goods you'll ever see! It's got a nice, mellow hand with a feel that almost makes you think you can mold it. The pull-up is out of this world, with phenomenal, contrasting shades that complement each other, and give this leather a luxurious richness that will have people raving! Prepare to take your work to the next level because with Bisonte, greatness awaits!

WHISKEY	DARKWHIKEY	MATTEBRANDY	GLAZED IRANDY	GLAZED ESPRESSO
	314		and the second second	1 and
648-1601	648-1602	648-1603	648-1604	648-1605

SHRUNKEN GRAIN BUFFALO DOUBLE SHOULDERS

Tannage: Chrome Sold by: Square Foot Average Size: 18-22 sqft Thickness: 7-8oz Hand: Medium Soft

This is a classic leather that will never go out of style! Water Buffalo leather is known for its highly sought after, distinctive grain pattern. Especially when it's been shrunken! With a gorgeous heavy grain, medium hand, and a selection of two colors and two finishes to choose from, these Buffalo double shoulders will not disappoint! What helps these double shoulders stand out even more is that they are long and narrow, but have larger, wider ends that make them perfect for belts, as well as larger projects like cases, satchels, and more. Working with leathers of this caliber will convey the sheer quality and sophistication of your products, showing your customers exactly what you're all about! Not only beautiful, but the durability of Water Buffalo is also legendary, ensuring superb quality products that will last a lifetime.



(SLC) SPRINGFIELDLEATHER.COM



DON'T MISS OUT!

Open for Entries

Rough Out Saddle Competitions
Handbag Competitions
Chap Competitions
Entry fees, Entry deadlines, Rules and guidelines on our website



Get your booth space reserved today!

DON'T MISS OUT ON THE OPPORTUNITY TO SELL YOUR PRODUCT TO NEW CUSTOMERS AT THIS YEAR'S PENDLETON LEATHER SHOW.

November 3-4, 2023

Pendleton Convention Center 1601 Westgate, Pendleton, OR



For more information on this year's show, check out our website. www.pendletonleathershow.com

A SHOPTALK! Event

SHOPTALK!

Issue price \$7.00

APRIL 2023 P.O. Box 6, SALINA, UTAH 84654 1 (435) 565.6052 | shoptalk-magazine.com PRSRT STD U.S. POSTAGE **PAID** Post Falls, ID PERMIT NO. 32

CHANGE SERVICE REQUESTED





omenleathercrafts

eathercra

Celebrating Uomen IN LEATHERCRAFT

LEATHER TOGETHER







lito_leather

e shopwesternelement





🐻 urbansouthern

