

The *Suq*

Denise Browning

The gross sales for the *Suq* during the fiscal year July 1985 to June 1986 were \$202,970. With the addition of wholesale sales and royalties our grand total was \$204,565, almost \$15,000 above last year's sales. We might actually reach total sales over \$250,000 in a couple of years!

Probably the most successful single event was our one week sale in early June where our total sales reached over \$10,000. However, I

feel our more active role in publicizing the Institute and the *Suq*, including *Suq* offerings in our own *News & Notes*, as well as the publicity we received in the *Chicago Tribune*, were a contributing factor to our increased sales. Also, for the first time I attended the American Craft Fair in Valley Forge, Pennsylvania, where I found several new vendors with extremely well-made wares (using ancient techniques) to add to our collection. We also col-




At the Chicago House benefit in October the *Suq* expanded to include several "little *Suqs*" scattered through the Museum.

	1983	1984/85	1985/86
Total Gross Sales	171,234	189,567	204,565
Net Sales	154,560	167,966	181,691
Gross Profit Margin	42%	54%	47%
Sales per Sq. ft.	532.97	579.19	626.52
Museum Attendance	52,859	52,746	53,426

lected almost \$3500 worth of jewelry supplies and beads and are starting our own jewelry production.

Our biggest asset is our volunteers. It is their unending energy and patience that make all of those sales possible. Thank you! You deserve all of the credit.

Ria Ahlström
 Muriel Brauer
 Leonard Byman
 Charlotte Collier
 Evelyn Dyba
 Carol Goldstein
 Peggy Grant
 Carol Green
 Diana Grodzins
 Kate Grodzins
 Jane Hildebrand
 Jo Jackson

 Inger Kirsten
 Peggy Kovacs
 Norma Kruskal
 Mary Martino
 Norma van der Meulen
 Rochelle Rossin
 Jeanne Schalk
 Mary Schulman
 Eleanor Swift
 Amanda Toole
 Mardi Trosman
 Barbara Watson
 Lee Weaver

I want to add a very special thank you to Mrs. Swift, who seems always to be there when we need help, to Florence Ovadia for all of her beautiful displays, and to Gretel Braidwood whose helpful prodding and encouragement help keep me from falling too far behind.