

per your request...

August 1, 2010 Facebook Posting



How to Sell a Hoe...

Happy Harry, of the House of Hoes wanted to sell more hoes! He asked for our help and we told him:

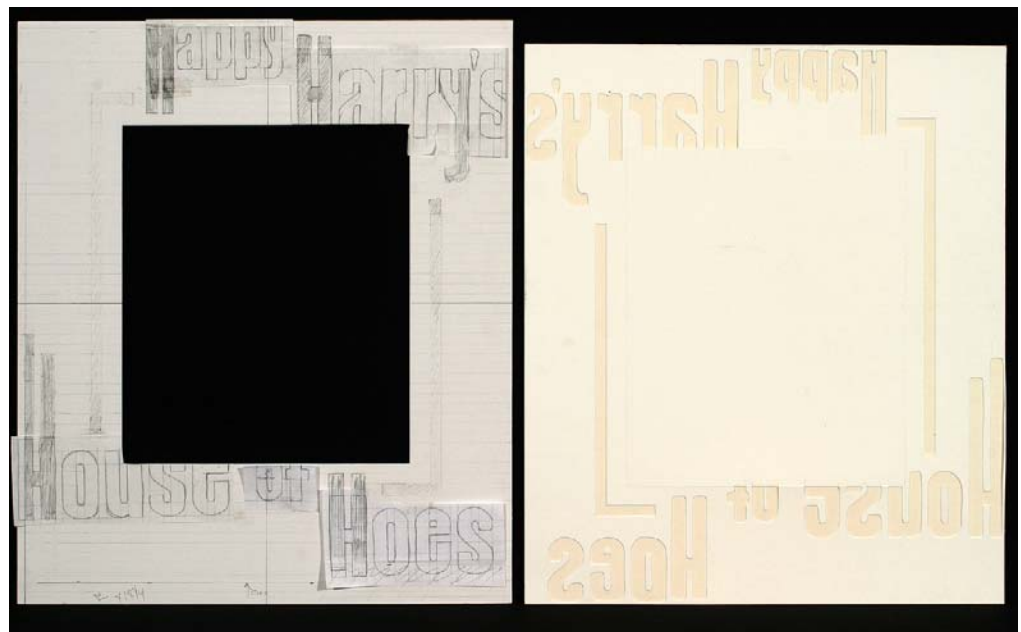
- Be Personable!
- Show Your Product!
- Make a Statement!



We first decided to emboss Happy Harry's House of Hoes in the red linen mat. Elongating the H's and y's helped bracket the image and repeat the feel

of the hoe's handle. The embossed words are subtle, giving the viewer a nice surprise when they realize what it says!

A template was drawn on the mat and hand cut. The cut out words were glued to another mat and embossed. The red linen fabric makes a lovely match to Happy Harry's Hat!

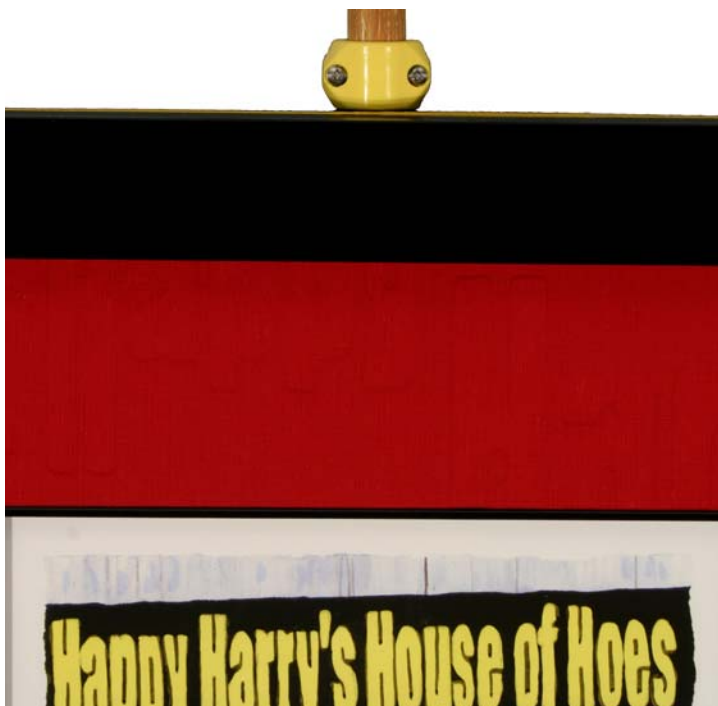




Two shiny black lacquer frames were joined together leaving a visible seam.

Yellow garden twine was wrapped several times in this seam to disguise it, uniting the frames and giving a splash of color to the frame's black sides.

A vertical hole was drilled into the top and bottom of the black frame. The child's hoe was cut in half "elongating" it to the right proportion.



The hoe was slid into the frame and secured in place using a garden hose connector that we painted yellow!

The splashes of yellow in the twine and connectors help to keep your eye focused on Happy Harry's House of Hoes.



Since hanging the sign at the House of Hoes...

...Happy Harry has not been able to keep a single hoe!