

# Shuttle Craft Guild HANDWEAVING

THIS IS AN ANNOUNCEMENT OF AN IMPORTANT NEW PERIODICAL FOR HANDWEAVERS

In January 1957 the Shuttle Craft Guild introduces a new monthly handweaving magazine which will replace the present Shuttle Craft BULLETIN. The new features are:

- \*A full magazine, with twelve issues a year ---
- \*Beautifully printed and composed, in attractive cover ---
- \*Illustrated with many photographs, drafts, diagrams ---
- \*Three main articles each month by Harriet Tidball in three departments:
  - For the Four-Harness Weaver
  - For the Multiple-Harness Weaver
  - Two-Harness Techniques ---
- \*At least one article each month by some other headline handweaving professional ---
- \*Book Reviews and a Weaver's Bookshelf article each month by Boris Veren ---
- \*A large TESTED AND RECOMMENDED SOURCES section on tested, approved and guaranteed looms, equipment, yarns and other items for the handweaver. This will also be a monthly "news bulletin" on developments in equipment and yarns from recommended manufacturers and distributors.
- \*Important revivals of out-of-print articles from early Bulletins by Mary Atwater Shuttle Craft Guild founder and "Dean of American Handweaving".

All features of the present BULLETIN will be retained, plus these new features, and handsome, substantial presentation which will make SHUTTLE CRAFT a basic reference file for now and the future. Like present BULLETINS, it will be issued in two editions: the standard edition at \$7.50 a year, and the Portfolio-edition illustrated with actual woven samples, at \$17.50 a year. You may subscribe for either edition.

The new SHUTTLE CRAFT introduces many changes. Starting in January the business manager will be Mr Boris Veren, well known to all weavers as the owner of the handweaver's finest book source, The Craft and Hobby Book Service. The official address of the Shuttle Craft Guild, starting January 1, 1957 will be: Coast Route, Monterey, California. Through 1956 it remains Kelseyville, California.

To help us estimate publication for the first issue, we offer you this very special subscription value which will be effective until December 10, 1956:

- We shall enter your subscription for one year as of January 1956.
- We shall send you the Nov and Dec 1956 BULLETINS (or Portfolios) free.
- We shall give you the privilege of securing the other ten 1956 issues for only \$4.50 (general price 75¢ each) or if your subscription is the Portfolio-edition for \$11.50 (general price \$1.75 each).
- And you may purchase at less than half price files of back Shuttle Craft BULLETINS and STYLES sheets, all of which will be out-of-print Dec 10.

We hope you will not let this opportunity pass by.  
If you don't subscribe now, you will want it later.  
So why not have the bargain reference files too?

**Mrs Harriet Tidball  
Kelseyville, California**

*Harriet Tidball*

October, 1956



THE SHUTTLE CRAFT GUILD  
KELSEYVILLE, CALIFORNIA

I wish to subscribe to SHUTTLE CRAFT, starting January 1957 (12 issues)  
under the "special" which includes the Nov & Dec 1956 BULLETINS free.

Regular edition at \$7.50 \_\_\_\_\_. Plus the other 10 1956 Bulletins, \$4.50 \_\_\_\_\_.  
Portfolio-edition \$17.50 \_\_\_\_\_. Plus the other 10 1956 Portfolios \$11.50 \_\_\_\_\_.

Also: 12 1955 BULLETINS for \$4.00, or the Portfolio editions for \$14.00 \_\_\_\_\_.  
12 1954 BULLETINS for \$3.00, or the Portfolio editions for \$13.00 \_\_\_\_\_.  
10 1953 BULLETINS for \$2.00 (small stock left) \_\_\_\_\_.  
8 1952 BULLETINS for \$1.75 (small stock left) \_\_\_\_\_.  
12 pre-1952 BULLETINS \$1.00 \_\_\_\_\_.

The STYLES, 48 project sheets with complete directions and photographs.  
Wide variety of articles, mainly 4-harness (formerly \$4.50) \$2.00 \_\_\_\_\_.

TOTAL AMOUNT ENCLOSED \$ \_\_\_\_\_.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

This is a final offer, ending Dec 10, 1956. After that none of these pre-1956  
BULLETINS or STYLES will be available. These special prices are open to sub-  
scribers only. Write for special quantity prices on STYLES sheets.

The "Classified Directory of Services" will be an influential part of  
THE LOOM-SIDE MARKET section in the new SHUTTLE CRAFT. We expect this  
Directory to be an important means for weavers to learn of the "intimate"  
weaving services in their own vicinities, and in the places they visit, as  
well as of important mail-order sources.

There are many Shuttle Craft Guild members who have small, home or  
studio services, or mail-order businesses, which are part of the backbone  
of the weaving field. These include the instruction services which offer  
personal lessons, class or studio instruction -- so significant to the poten-  
tial handweaver or the handweaver who is moving, but so difficult to learn  
about. You'd be amazed at the number of letter I receive asking if I can  
suggest an instructor in some particular part of the country. We do not know  
whom of our subscribers conduct such businesses for instruction, or sale of  
equipment or yarns. Therefore we must depend upon you to contact us if you  
would like to be listed in the SHUTTLE CRAFT Directory.

The charge for listing for three months, to be paid in advance, is \$10.50  
for two 5-inch lines, \$15.00 for three 5-inch lines. For the first issue (and  
it is important that you be in the first issues if you have something important  
to offer) copy and payment must be in our hands by November 24. The deadline  
for listings in the TESTED AND RECOMMENDED section is November 15.

*Harrist Titball*