

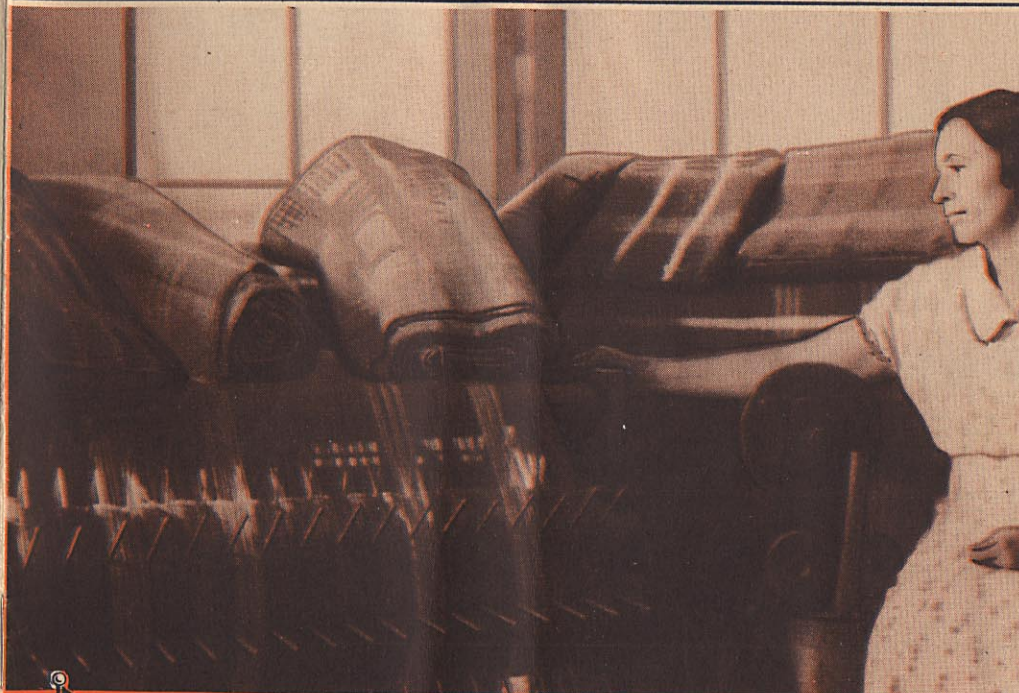


Vol. X.

Published for Members of the Maysville Guild of Home Weavers  
by January & Wood Co., Maysville, Ky.  
Makers of Maysville Warp and Maysville Filler

No. 3

*The Guild Ideal . . . That each rug shall be better than the customer expects*



*A Weaver of Honorable Distinction, Mrs. Frank Peruzzi, at her loom.*



The Maysville Guild contest was a glorious success. Since Pearl Harbor our members have been producing at a rate that will not only make up for the 3,000,000 square yards of floor covering necessary to offset the deficiency resulting from stoppage of Japanese imports, but we will double it. All the prizes have been sent to the winners. The contest is closed. Certificates of honorable distinction will be sent to those Guild members who make their quotas before July 1.

**June** ★ nineteen forty-two

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## *Anticipate* Your Requirements *for* WARP and FILLER

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Now that we have broken all records by weaving a full year's quota of floor coverings in six months we may feel that we should relax from our efforts. But what we have accomplished is only the beginning of the job we have to do. Home weavers must do the work of those textile workers who have been diverted from the manufacturing of carpets to more essential industries. Hand looms must pinch hit for power looms. Cotton warp must replace jute warp.

The War Production Board has ruled that carpets are not essential to the winning of the war and that jute, normally used as warp for machine-made carpets, is essential. Most of the jute used in this country is imported from the Orient. The war has reduced our available supplies of jute. Therefore the carpet industry must give the right of way to the necessities of the army and navy until the war is won.

In the meantime it is up to the members of the Maysville Guild to supply the demands of their communities for hand woven floor cov-

erings made with cotton warp. The United States grows its own cotton. Before the war there was a surplus of cotton in American warehouses. This surplus is fast disappearing to replace silk and wool for a thousand domestic uses. But there is still enough cotton available to meet all present needs. Prices of warp and rug filler appear to be pretty well stabilized around present levels. Although we have little to worry about on this score, nobody can predict what further restrictions the Government may place upon the manufacture and sale of carpet warp. THE SHUTTLE hopes that none will be necessary. Nevertheless we advise our members to anticipate their requirements as much as possible. Make your purchases of Maysville warp and Maysville rug filler large enough and frequent enough to assure yourselves of having a supply on hand when you need it. Order from your regular sources of supply, retail stores or mail order catalogs. Do not buy more than you need. Do not hoard. But order all you do need and use it.





June, 1942

### *Weavers of Distinction*

We have mailed checks and certificates to all the winners in the Quota Prize Contest for 1942. Some were won by people long past middle age who have been weaving for more than a quarter century. Some winners were crippled or handicapped by illness. But neither sickness nor physical misfortune could prevent these plucky Americans from contributing their full share toward the winning of the war.

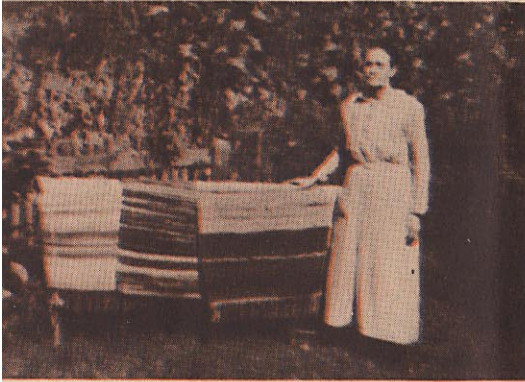
Mr. H. C. Sylvester of Minnesota took up weaving seven years ago when illness compelled Mrs. Sylvester to stop. She had so many carpet rags on hand that he decided to try his skill at converting them into marketable floor coverings. He was so successful that he has continued weaving as a business ever since. Mr. Sylvester has already woven more than 8,000 yards, using the Maysville warp for every one of them and also using a lot of Maysville filler for his stock rugs.



Mrs. Eric Erickson formerly worked at her loom only during the summer but because she made every rug better than her customers expected, her business has now grown so large that she works at it all year round. And is she smart! Mrs. Erickson buys Maysville warp and filler from her local department store, weaves them into lovely basket weave rugs and sells them back to the store. The more rugs he buys from her the more warp and filler he can sell to her and the more they both profit.

Show the people how Maysville Guild Rugs are made.

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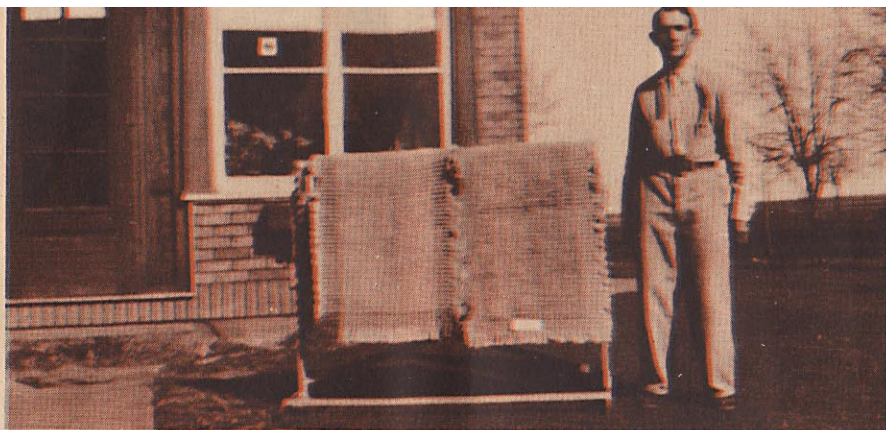


Mrs. Frances Steele has been weaving with Maysville warp for more than thirty-four consecutive years and we are proud to include her picture among the veterans before she retires from the business. The good people of her home town, Romont, West Virginia, who have secured their floor coverings from Mrs. Steele for two generations, will miss the click of her loom which she wants to sell.

Mrs. Alice D. Smith of Livingston, Montana, made her reputation with her beautifully woven percale rugs some of which are shown here. Because of the war she is now using other materials for her weft although she uses only Maysville warp for all her work. We predict that her customers will be even better pleased with the rugs she makes of Maysville filler. Incidentally, Mrs. Smith would like to correspond with any Guild member who has suggestions for designs suitable to weaving on a four harness loom.



Mr. Fred Ausman of Elk Mound, Wisconsin, does not expect to win any foot races in his wheel chair but he certainly won a prize in the 1942 Quota Contest for weavers. With a supply of Maysville warp, which he says is "best in every way," a stock of carpet rags and his fly shuttle loom, Mr. Ausman is a very busy businessman. His customers are "crazy" about Ausman Maysville filler rugs.



Mr. Ivin K. Monnill is an outstanding example of the "never say die" spirit for which the people of Iowa are famous. When arthritis made it impossible for him to hold a job as an employee of anybody else he went into the weaving business for

himself. He uses only Maysville warp and filler and says that he finds weaving "fascinating work that helps exercise my hands and arms and earns me money to buy the things I need." This is quoted from his letter to THE SHUTTLE.

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## *Be Sure* Your Prices are Right

Inquiry among the winners announced in the April SHUTTLE proves that quality is more important than low prices. Their average charge for weaving floor coverings 27 inches wide is 60¢ a yard. One weaver charges as low as 40¢ and one as high as 85¢.

Forty cents a yard is too low. No matter how hard he works the weaver cannot make a profit at this price. The figures furnished by this contestant prove that this is so. In 1941 he wove 2500 yards of 27-inch floor covering. At 40¢ a yard this gave him a gross income of only \$1,000 for his labor including the cost of the warp he used.

On the other hand the weaver who charged 85¢ a yard could not get enough volume of business to make it worth while. She sold only four hundred yards in 1941 and it is perfectly clear that the reason for

her small total sales is to be found in the excessively high price charged for her labor.

The average charge of those weavers who were among the first prize winners was 60¢ a yard 27 inches wide. Moreover, these weavers averaged approximately 3,000 yards in the year 1941. At 60¢ a yard they received gross incomes of \$1800 each for the year's work which is almost double that of the weaver who charged only 40¢ a yard.

These figures represent the average charges for labor and warp. They do not include the charges for filler. While each weaver must be governed by local conditions it is the editor's opinion that any rug made of Maysville warp and Maysville filler furnished by the weaver should be sold for not less than \$1.75 to \$2.00 per yard 27 inches wide.

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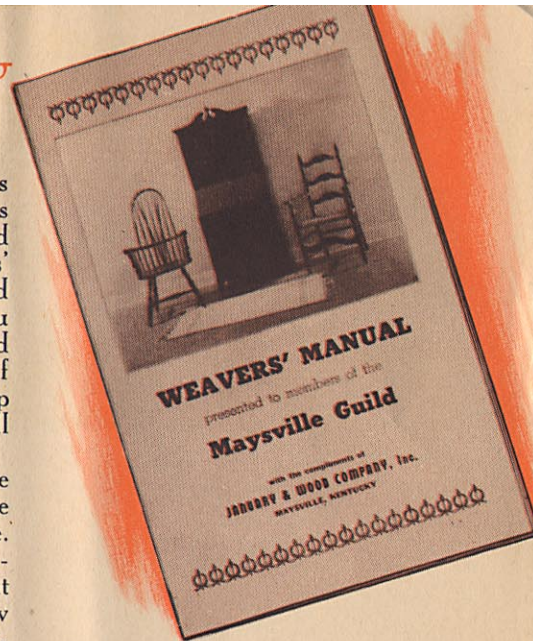
Photographs of your weaving will be "tips" for SHUTTLE readers. [ 5

## *You Should Know* **This Book By Heart**

One of the most valuable services the Guild has to give its members is the information, instruction and advice contained in the Weavers' Manual. Every member is entitled to receive a copy of it free. If you have a copy, now is the time to read it carefully, from cover to cover. If you have misplaced your copy, drop us a line immediately and we will mail you another.

There has never been a time more favorable to the prosperity of the home weaver than the present time. There will probably never be another like it. To get the full benefit of these conditions you must know everything possible about the business end of the weaver's occupation. What we have said on the preceding page about pricing your work, covers the ground only in a very general way. It is an average for the weavers all over the United States — a suggestion that should help you to arrive at a reasonably satisfactory basis on pricing your own work.

But conditions vary from state to state and from town to town. Only by following the more complete instructions contained in the Weavers' Manual can you be sure to adjust your own prices right to meet your local conditions. This is particularly important when you are using carpet rags furnished by your



customers. The Weavers' Manual tells how these rags should be prepared before they are delivered to you for weaving. If you do this work for your customer you should charge for it at the same rate you charge for weaving. If your customers do it, you should instruct them how to do it. Otherwise you will have endless trouble and turn out unsatisfactory work.

The Weavers' Manual is a necessary part of your business equipment—as necessary as your loom or your shuttles. Refresh your memory by studying it again. Remember! We will send you another copy if you need it.

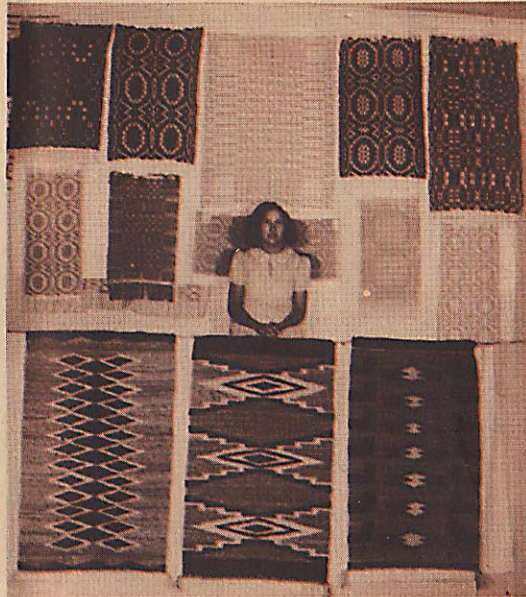


Mr. and Mrs. G. W. Johnson of Norwalk, Iowa, won a prize in the quota contest and are contributing greatly to the sum total of hand loomed floor coverings now so much needed. We could not secure a good photograph of their weaving but such handsome weavers must "make every rug better than their customer expects."

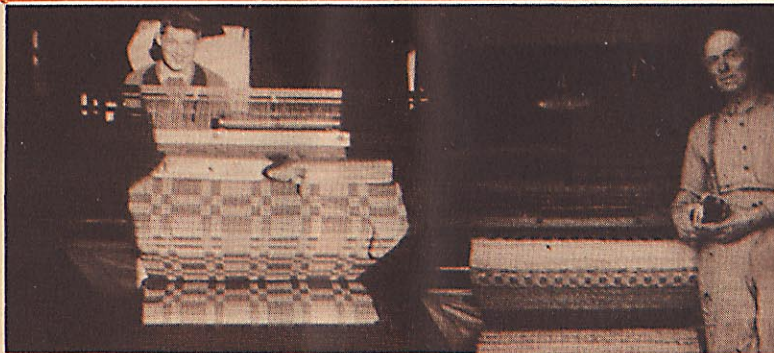
**TULALIP INDIANS**  
Wove These  
**RUGS**  
of Maysville Carpet Warp  
and Rug Filler

THE SHUTTLE is indebted to Miss Ella M. Stubbs, Extension Worker for the Office of Indian Affairs, U. S. Department of the Interior, for the photographs from which this picture was reproduced. These rugs were woven by Indian girls on the Tulalip Indian Reservation. Maysville Carpet Warp and Maysville Filler are used for the weaving and the rugs are sold upon completion.

Guild weavers will be interested to note that these Indians are making rugs of many attractive modern patterns in addition to those of characteristic "Navajo" design, the finer of which are made with home-spun wool filler on a base of Mays-



ville warp. Much credit for the excellence of the work is due to Mrs. Eleanor Williams, the instructor, who is a member of the Maysville Guild.



Mr. Simon D. Gnagey of Pigeon, Michigan, has printed instructions for selecting and preparing carpet rags for weaving. He gives these to his customers before they send their materials for him and his son, Fred, to weave. Fred is his father's partner

and the firm is doing a thriving business on a modern business basis.

If you write to Mr. Gnagey he will send you one of his circulars "Facts About Preparing Rag Rugs." But be sure you enclose a 3-cent postage stamp with your letter.



## His Own Boss Now Factory Worker Applies Modern Methods To Carpet Weaving Business

Harry Henning formerly worked in a carpet factory in South Dakota, where he learned all that could be learned about the selection and preparation of materials and the actual weaving of floor coverings. He figured that his employers must be making a profit on his wages and decided to become his own employer and put that profit into his own business.

About two years ago Henning set up his loom in the loft of a barn near the village of Tracy, in Minnesota. He threaded it with Maysville warp and husled around to get an order for weaving. Tracy is

too small a town to have a regular newspaper but Mr. Rigdon publishes an occasional issue of "The Tracy Reminder," a tabloid sheet printed on a stenciling machine and used by the local merchants to advertise their wares. Henning placed a small advertisement in the "Reminder" and almost immediately secured enough orders for custom weaving to keep him busy.

Being a Guild Member, he adopted the Guild motto as his own and made every rug better than his customers expected. One satisfied housewife told another and presently Henning's business had outgrown his working space. He then rented a vacant filling station, put out the attractive sign you see in the picture and hung some of his rugs on the front of the building, meanwhile continuing his advertising in the "Reminder." Today, Henning is recognized as one of the outstanding businessmen of the community.

Henning has built his business on quality. Next to the quality of Maysville Warp, which he uses exclusively, he considers correct pricing to be the most essential consideration. He knows his costs and he bases his selling prices accordingly. When he furnishes only the warp and the labor he charges 55 cents a yard 27 inches wide, 60 cents for 30-inch width and 70 cents for 36-inch width. He adds a cent a foot for fringe. When he uses Maysville Filler he adds 10 cents a yard to the above prices and adds the cost of the material.

At these prices Henning has enough orders ahead to keep him busy all summer. He is already beginning to worry about the increase he will have in his income taxes next March.