

Vol. X

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No. 4

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



Photo by La Vern Duemey

SEPTEMBER
1942

Cover: Mrs. E. T. Miller.
See Page 3 for her story.

The Shuttle

TEACH YOUR CHILDREN TO WEAVE

Any boy or girl who has learned the weavers' art can face the future without fear of unemployment and dependency in the declining years of life. Almost one thousand members of the Maysville Guild have served their time on the production lines of industrial plants. They have earned good wages in boom times and they have been "on their uppers" during years of depression. When they grew old they were laid off to make place for younger workers.

But these men and women had their traditional family handicraft to fall back upon. When they could no longer command steady work from their employers they returned to their home towns and to the employment in which they could find independence and contentment.

One of the most heartening facts that has come to the attention of the SHUTTLE is the fact that an increasing number of boys and girls of high school age have become members of this organization. Some of them will doubtless be called into



the armed forces of our nation for the duration of the war. Others are joining the vast army of defense workers in industrial plants. They will find life in the army and in the navy and in the factories very different from the life to which they have been accustomed. But because they have learned a useful trade that is rooted in three hundred years of American tradition, they will always have the assurance of employment and earning power when they return.

To perpetuate the American way of life, teach your children to weave.



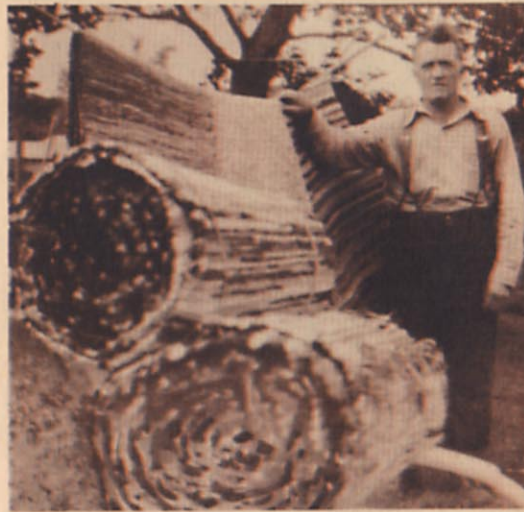
In this "old Kentucky home" Mrs. Ollie Landrum carries on the family tradition, weaving floor coverings on the same hand-made loom upon which her ancestors wove the clothing for their families 200 years ago. She writes: "Using only Maysville Warp, I sell all the rugs I can make."



September, 1942

The Editor has received so many letters, and such long ones, that he finds it necessary to condense only a few of them for use in this issue of THE SHUTTLE. Read every word. Profit from the experience of other members of the Maysville Guild.

For six years past, Mr. and Mrs. Claude Johnson of Michigan have had a "buy it back" arrangement with their local merchant from whom they purchase Maysville Warp and Filler. He, in turn, purchases from them all the rugs they can make after filling their orders for custom weaving. The Johnsons charge 50 cents a yard for weaving with carpet rags furnished by their customers and they get 85 cents a yard for rugs 36 inches wide. Pretty good business.



You might not believe it from this picture, but Mrs. Tom Colbert is actually the mother of four children and the "better half" of a busy Iowa farmer. Yet she found time to weave more than 400 rugs last year, using Maysville Warp for every one of them. Yes, she won a prize in the quota contest.



THE STORY ON THE COVER

If you are having difficulty in "getting established" as a weaver you will be interested in the experience of Mrs. E. T. Miller whose picture is on the front cover. Mrs. Miller first tried her hand at the loom in June of last year. Although she is 67 years old, she won a premium for her weaving at the Nebraska Pop Corn Festival the following October. The fine quality of her workmanship and the attractiveness of her designs captured the interest of many people and already she has enough orders booked ahead to keep her profitably occupied for several months. Sure. She uses only Maysville Warp.

Display your work.

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Clarence A. Arndt is a weaver with 42 consecutive years experience in the rug business. He probably holds the all-time record for speed: 8 rugs, each 30" x 60" in 10 hours!
Mr. Arndt uses Maysville Warp

exclusively to give strength and uniformity to his weaving and to assure lasting brilliance to the color combinations for which his floor coverings are famous.



In Minnesota they are teaching the children to weave. Mrs. Ed Morgan sent this picture of her mother, herself, her daughter and her daughter's baby. With the exception of the wee one they are all Guild weavers. The baby will be instructed in the weavers' art as soon as her legs are long enough to reach the pedals. Grandmother began weaving 60 years ago when she spun her own yarn from the wool of her father's sheep. Mrs. Morgan still uses the same hand-made loom but Maysville Warp has long been standard with all Morgan-made floor coverings.

September, 1942

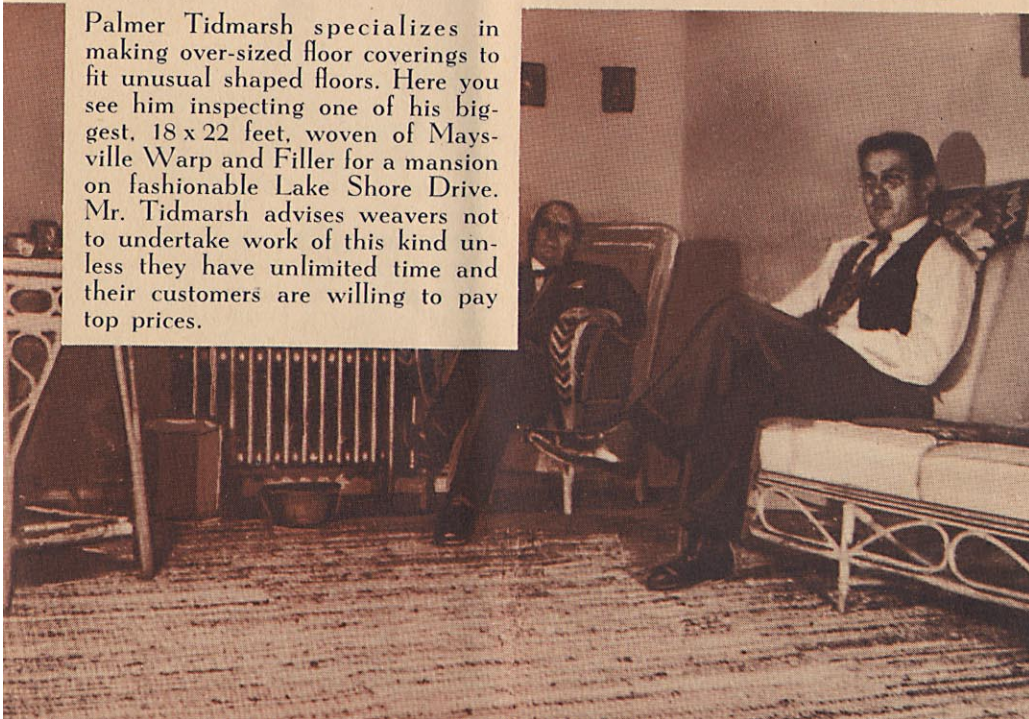


Pensaukee, Wisconsin, is not a large community but it keeps Mrs. Nellie Swan busy weaving floor coverings all year round. Mrs. Swan was one of the prize winners in the 1942 quota contest who have no difficulty in selling their weaving at satisfactory prices, right in their home neighborhoods. You can see what warp she uses by looking at the package at her left.



"I work a 120 acre farm and am building a bank-barn corncrib and a brooder house which is enough to keep me pretty busy. But I am in this scrap to lick the Jap. So I have found time to weave my quota of floor coverings with Maysville Warp every month." This is why Clifford C. Hill, of Michigan, has ordered enough Maysville Warp in advance to keep him supplied until Christmas.

Palmer Tidmarsh specializes in making over-sized floor coverings to fit unusual shaped floors. Here you see him inspecting one of his biggest, 18 x 22 feet, woven of Maysville Warp and Filler for a mansion on fashionable Lake Shore Drive. Mr. Tidmarsh advises weavers not to undertake work of this kind unless they have unlimited time and their customers are willing to pay top prices.





Mrs. Frank Radtke, a weaver of honorable distinction, knows that weaving "well displayed is half sold."

DO NOT WORRY ABOUT SUPPLY OF WARP

As this issue of THE SHUTTLE goes to press there is nothing to indicate that you will experience difficulty in securing all the Maysville Warp and Rug Filler you will require for the remainder of this calendar year. Neither is there much likelihood of serious advances or declines in present prices.

There is plenty of cotton still available for normal consumer uses although woolen yarns and jute are drastically controlled for essential war purposes. It is no longer patriotic to knit sweaters and socks for soldiers. The Government is providing for these vital necessities at much less cost than private effort can do. But the shortage of floor coverings remains serious and every idle loom is working for the Japs

and Nazis.

Every day increases the difficulty of merchants to replace their dwindling stocks of all kinds of textiles and household supplies. Mills and factories have been diverted from normal manufacturing to the production of equipment for winning the war. Members of the Maysville Guild are getting more orders than ever before by house-to-house solicitation. Many of them report that their local department stores are glad to take all the hand loomed rugs our weavers can spare after meeting the requirements of their regular customers.

Weavers enjoy the enviable opportunity to purchase their materials in a buyers' market and to sell their finished rugs in a sellers' market.



GREAT OAKS FROM LITTLE ACORNS GROW

There was a time when most of the letters to the editor of *THE SHUTTLE* asked for help in solving detail problems of weaving. Now we seldom receive requests of this kind. What is bothering many beginners is the problem of getting established on a paying basis.

Every weaver has local conditions that are unlike those of other weavers. No "ready made" rule can serve to solve all problems. But if you read carefully the experiences and suggestions of other Guild members as they appear in this little magazine you will find answers to most of them.

These may be briefly summed up in the following general principles:

1. Always "make every rug better than the customer expects." Select your materials with great care. For warping your loom use only high quality, long fibre cotton warp, free from knots and irregularities. Guild members generally refuse any warp other than Maysville. They find it least expensive in the long run.

When making rag rugs or carpets use only clean, soft fabrics without starch or stiffening of any kind. Keep the different kinds of rags separate, remove all lumpy parts and sew all ends without knots. Warp your loom not less than 12 threads to the inch.

2. Keep your loom carefully adjusted: tension uniform to prevent

sagging and irregular edges. Beat well and take plenty of time. Haste makes waste.

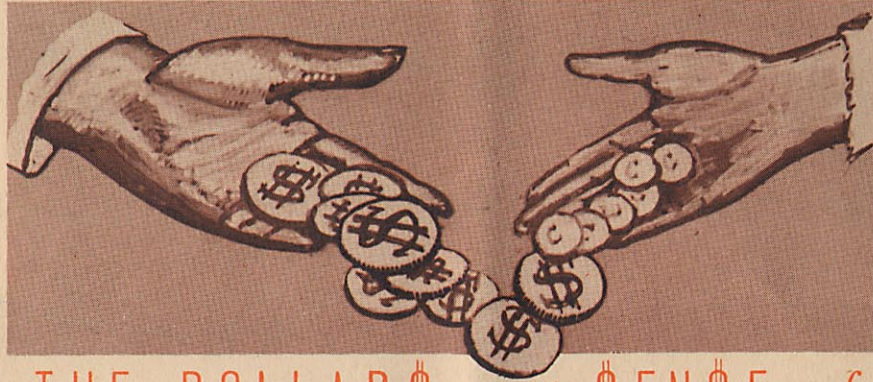
3. Advertise your business. Display your work prominently. Have your sign where it will be seen. Invite your neighbors to visit your weaving room and see how Maysville Guild Rugs are made and labeled. Show samples of your work at local fairs.

4. Make a house-to-house canvass. Your best market will always be your home town and neighboring communities. Satisfied customers are your best advertisement.

5. Be sure your prices are right. Refer to the article on Page 5 of *THE SHUTTLE* for June, 1942, for complete discussion of this subject.

6. Interest your local dealer in handling your surplus weaving. The more rugs he buys from you the more Maysville Warp and Rug Filler you can buy from him. Right now he needs what you have to sell and he needs your orders for what he has to sell.

7. Don't be discouraged. The starting is always the hardest part. Once established, you will soon have so much work offered to you that your problem will be how to turn it out to satisfy your customers. For every letter we receive asking how to get established we receive two letters from weavers who already have more customers than they can take care of.



THE DOLLAR\$ and \$ENSE of the WEAVER'S BUSINESS

As this issue of THE SHUTTLE is being prepared for the printer nobody knows just what is the average wage of skilled workers in defense industries during the present emergency. But from official figures we do know that the *average family income of all wage workers* in the United States was \$1,289 a year before the war. We know also that the average income of all the families in the country from the paupers to the millionaires, was \$1,781 in a normal pre-war year.

Members of the Maysville Guild who make weaving their full-time business do very much better than the national average. Earnings of \$2,000 a year are by no means unusual. As I write this article there are on my desk four letters from men whose average earnings from weaving last year were \$1,877. And there are two letters from women. One of them reports that she earned \$1,100 from her weaving in 1941. The second devotes only her spare time to her loom. She earned \$300 last year.

Comparatively few weavers devote their full time to the business. Most of them have other duties to perform; farms to look after; children to care for; washing, ironing, cooking and cleaning and the numberless odd tasks of home-making and housekeeping. The surprising fact is that so many thousands of weavers add so many hundreds of thousands of dollars to their family incomes by working at their looms at "odd times" and "between times."

For example, take the case of the woman who earned \$300.00. At 60 cents a yard she made approximately 500 yards of floor covering in her spare time. That is a small annual quota for any Guild member. But even as little as a yard a day will pay the rent for a comfortable home in most small towns. It will clothe a child and pay for his education for an entire year. It will buy a Bond that will help your Country win the war and will be paid back to you with compound interest after the war is won.

Yes! Full time or part time, weaving is a profitable occupation.