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SPRING
1950

WE DON'T KNOW ALL THE ANSWERS

Every weaver sometimes runs up against difficult problems for which there are no answers in the books. But generally the ingenuity and inventiveness of the weaver work out the solutions. Occasionally such problems are referred to *THE SHUTTLE*. For example, Mrs. Arthur DeLong, of Ohio, who has been a member of the Maysville Guild since 1927, tells us that she has solved one problem by the "trial and error" method. Mrs. DeLong had received many advertisements and samples of different brands of warp that were represented as being cheaper than Maysville Warp. She sent for some of these and tried them on her own loom. Then she wrote to *THE SHUTTLE*: "No wonder it was cheaper warp! I still have it in the house and I use it for wrapping packages."

Another problem she has not yet solved. How do other weavers keep records to which they can refer when old customers order new rugs "exactly like the last rugs you made for me?"



There is only one way to solve this problem. This is by keeping a record of every customer, either using individual cards or a blank book with customers' names listed in alphabetical order, not more than one customer to every card or page. For example, suppose that you have a customer named Mrs. Abbot. When Mrs. Abbot makes her first purchase start a card, (or a page), for her. Enter her full name and address; date of first order; description of every item purchased, including name of pattern, size of rug, color combination, materials used (rags or rug filler); and price.

With this record to refer to you will have little trouble in duplicating any item even though the repeat order may not be received for months or years after the first order.

Another advantage of a system like this is that it gives the weaver a "live" mailing list for future solicitation.



In Oklahoma **NECESSITY IS THE MOTHER OF INVENTION**

You have probably heard about the famous "surrey with the fringe on top" but for genuine Oklahoma inventiveness you should hear about the Maysville Rugs with fringe on the ends and the ingenious way in which Mrs. T. G. Bachelor substituted empty warp spools, three skewers, a wooden crochet needle, some wrapping twine and a Dormeyer Mixer for six full spools of Maysville Warp.

Mrs. Bachelor, whose picture you see here, with her "helper," Mr. B., needed twelve threads of one color warp and she had only six spools of it. She wound some of the warp from the full spools onto the empty spools, the skewers, and the crochet needle and "did the trick in jig time." Please don't ask the editor how she did it or what part the Dormeyer Mixer and the wrapping twine played in doing the job. Maybe you can figure it out for yourself. It's too deep for us.

The leading newspaper in her home city featured the work of Mrs. Bachelor in a long article with several photographs, showing this Guild weaver at her 100-year-old loom. It did not cost Mrs. Bachelor a cent but it brought her many new customers. The editor of this newspaper thought that he had discovered the only surviving practitioner of the ancient art of hand weaving. Wouldn't he be surprised to learn that there are thirty thousand looms in daily operation by members of the Maysville Guild!



HOW WOULD YOU ANSWER THESE QUESTIONS?

1. What do you do with your thrums (ends of warp)?
2. Do you have fewer tangles on your warp beam when you warp from the front of your loom or when you warp from the back?
3. How many of the following opportunities for advertising do you use?
 - ◆ Newspaper write-ups Newspaper paid advertisements
 - ◆ Signs on your house Roadside signs Telephone
 - Display of rugs on your lawn Guild Labels on your rugs
 - Exhibits at church and school fairs
 - At county or state fairs House-to-house canvassing
 - Cooperation with local merchants
 - Follow-up of old customers by mail
4. Do you agree with the weaver who wrote: "For most of us, to see our picture in THE SHUTTLE just about fulfills our greatest dream."
5. Have you done your part for the Guild by sending your contribution and photograph to THE SHUTTLE?
6. Do you honestly try to make every rug better than your customers expect?
7. Do you get happiness from weaving beautiful things as a means of earning a living or as a hobby?
8. Fifty years ago weavers were satisfied to get 10 cents a yard for weaving rag carpets. What are you charging for your work? Is it high enough?
9. Have you tried any of Maysville's new yarns for fine weaving?
10. Can you think of any handcraft other than weaving from which you could possibly get more profit or greater satisfaction with so small an investment?

WE LEAVE IT TO YOU--did he get more "build-up" than he deserved?



One of our contributor-readers recently wrote to the editor of THE SHUTTLE. "Thanks for my build-up in the Spring of 1949. It was more than I deserved but I like it." So we searched through that issue and we still do not feel that we gave this weaver a bit more credit than he was entitled to. He does not wish us to use his name but other readers of THE SHUTTLE should have no difficulty in discovering who he is when we give you the tip—he lives in *Minnesota*.

Now he sends another batch of news. It is not about himself this time. It is about other weavers who uphold the good name of the Maysville Guild in his native state. This is what he has to say about one of his competitors who once took first prize in a state fair, leaving him in second place:

"The picture of Mrs. Robert Oberg is not a picture of just another weaver. Mr. and Mrs. Oberg are known all over a wide part of the country as "tops" among weavers. Mr. Oberg showed real craftsmanship in the loom he made for his wife. He also operates the home farm where he raises wool and flax for Mrs. Oberg to spin on her antique spinning wheel. She uses these homemade yarns together with Maysville Warp and filler and the results are surprising. Mrs. Oberg can weave anything from tiny book marks to suitings.

Prize winners come in pairs in Minnesota. Witness this

picture of Charles and Lucy Johnson. You can't see Mrs. Johnson. She is there, all right, but she is holding the camera. Next time they will get their picture taken together and then you will see her standing by the rugs. In the rug shop shown here Mr. and Mrs. Johnson work as a team. They take turn and turn about, one threading the loom while the other does the weaving. You will get a pretty good idea of the quality of their work when I tell you that one rug from their loom has won first prize at the fair for five years straight running!

They purchase several hundred dollars worth of warp and rug filler every year. Brand name of the material? Can't you guess?





All artists have two personalities, one for the public and the other strictly private. Because they must eat and wear clothing and live in houses, they spend most of their working hours making things to sell. When the necessities of the body have been satisfied the soul hungers for beauty that money cannot buy.

Weavers are artists. Ask yourself why you refuse to sell that one particular rug your mother liked so well. Or that luncheon set you are saving as a wedding gift for your daughter. Or the spread you wove in spare time for your own bed.

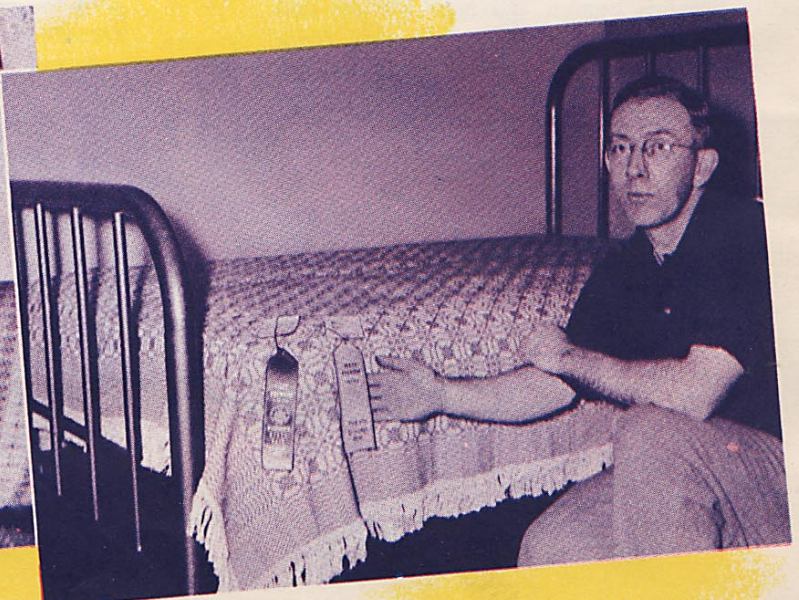
People who are not artists cannot understand that a certain picture is as priceless to its painter as his own child-

ren—why a small statuette is in very truth the baby of its sculptor—why one special piece of handicraft of a weaver is no more for sale than the first-born of the weaver who created it. The Ford Motor Company mass-produces millions of Ford cars every year—for sale. But Henry Ford never parted with the first car he assembled in the hobby shop in his back yard. Mr. Ford, like many a weaver, was a combination of business man and artist.

There are many such double personalities in the Maysville Guild. For example, Mr. Vernal Quigley of Wisconsin. If there ever was a hard-boiled business man it is Quigley. He works forty hours a week in a plant that manufactures tractors and farm implements. Makes big wages. In his free time Mr. Quigley carries on a thriving business as a Guild weaver. Makes plenty of extra money at his loom. He invests some of it in Maysville Warp and fillers because his experience at the tractor plant has taught him that the highest quality materials are essential to the production of high quality merchandise—and, in the long run the least expensive.

Although Quigley turns out an enormous number of rugs for sale he also wins first prizes at the Wisconsin State Fair. The bed spread and the afghan shown here took the blue ribbons in 1947 and again in 1949. Both of them were woven of Maysville Warp and Filler. His employers were so proud of Quigley's achievement that they sent their own photographer to his shop where they took pictures of these items in full technicolor and had the leading newspaper of their city publish a long, illustrated feature article about them.

Then Mr. Quigley's troubles really began. Time after time he was offered amazingly high prices for these pieces. But they are Quigley's children—his twins. They are not for sale at any price.



THE WARP AND WOOF OF OUR LIVES

by Mrs. T. G. Bachelor of Oklahoma

When the last issue of THE SHUTTLE came to my house I read every word and I was thrilled by the many workable ideas. My next thought was "How soon will the next number come?" Then I remembered that your editor needs contributions from Guild members to make publication possible. Then my next thought was "What have I to offer?"

Now I am ready to offer my bit and if it helps anyone I shall be glad. I have no photographs but I have a loom that is almost 100 years old. It is called a "muley" but I don't know why.* It isn't stubborn and it doesn't kick but it does lots of work. I prepared some articles for the county fair and, because I was permitted to enter only one article of a kind, I took only one rug which had a background of white with four inches of red border and short pieces of red "laid in." It measured 28" by 50".

My second entry was a three-piece luncheon set, for use on a porch or out-of-doors. The larger piece measured 28" x 28"; the two place mats 14" x 16". The background was white with a two-inch border in two shades of green, one pic each; one-half inch mottled rose, two threads of green. The pics were of green, repeated every three inches, in all three pieces.

It wasn't hard to weave the place mats. I found the middle of my warp in the reed and tied a wide rag around the last pic, to divide the warp. Then with two shuttles I wove the two place mats simultaneously. If your web is wide enough, say 36 inches, you could weave three the same way. I have found that one can make beautiful things out of waste; it almost takes the joy out of beauty—but not quite. Real satisfaction comes from using Maysville Rug Filler for weft.

The third article was a woven piece 28" x 16" folded and knotted along the sides, making a bag. A piece of window cord and two spools out of Maysville Warp made the handles. I finished all my work with about one inch of warp woven in, against which the knots are tied.

In conclusion I want to thank THE SHUTTLE for publishing so many interesting and helpful contributions from other weavers. I am going to feature the hand bag pictured in connection with the article by Mrs. Alice K. Kripps in THE SHUTTLE for the Spring of 1949. If more weavers would send similar articles to THE SHUTTLE I am sure that our exchange of ideas would make up the very warp and woof of our lives.

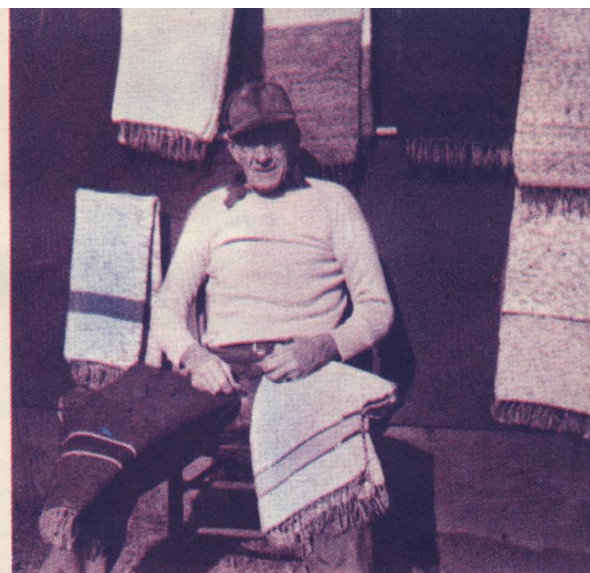
* Any machine that combines features of two different types is called a muley. The term is suggested by the mule, an animal that is part horse and part ass.

The Editor



THIS COMBINATION CAN'T BE BEAT

Here is a photograph of Mr. Dalton M. Green of Illinois with a few of the many rugs he has woven in the three years since he became a member of the Guild. In that time Mr. Green has used only Maysville Warp and rug filler to which materials he gives much credit for his record. Twenty-seven rugs woven in succession without breaking a single string! There is economy for you! You will never find Mr. Green using his warp to tie packages like some weavers who tried to save a few pennies by buying cheap warp. After all, there is such a thing as quality. And in the long run Quality is always Economy.



It is not often that we see specimens of hand weaving as beautiful and interesting as this over-size table runner woven of all Maysville Warp by Mrs. Clara B. Davenport of New York. From tasseled end to tasseled end, this is a masterpiece of workmanship and good taste.



MIGHTY OAKS FROM LITTLE ACORNS GROW

In Ohio the oak trees grow to enormous size. Once the acorns take root in the fertile soil nothing can stop them. It is much the same with small business in this state. The Gift and Craft Shop of Mrs. Harriet K. Osborn proves it

to master the art of weaving. Then she joined the Guild and became an enthusiastic reader of THE SHUTTLE. In less than one year she had more customers than her limited equipment could take care of. Her rugs won first prizes at the County Fair. Orders came pouring in from half dozen states, from Canada, Honolulu, yes, even from Europe.

A second loom was purchased. It is always threaded with colored Maysville Warp but Loom Number One carries only white warp. Still the orders continued to pile up faster than they could be filled. More and more customers begged Mrs. Osborn to make carpets and runners of their rugs. To meet these increasing demands a third loom, four harness, has been installed. The little acorn has begun to look like the beanstock that grew from the handful of beans in the fairy tale.

But this is no fairy tale. It is a true Success Story. It is being repeated in uncounted weaving shops of Guild members in every state of the Union. When the Guild was founded some thirty years ago, home weaving was generally considered a lost art. Hand looms seemed to be passing from the American scene with the spinning wheels and candle molds of the Pilgrims. Today there are more hand looms in operation than at any time in the history of the country. Warp and fillers are vastly improved, too. Men

**LIKE THE OLD WOMAN WHO LIVED IN A SHOE,
SHE HAS SO MANY ORDERS SHE DON'T KNOW WHAT TO DO**

Mrs. Ward Earley of New York writes that she has no trouble selling all the rugs she can weave with Maysville Warp and roving yarns. That is not all this remarkable weaver has to be proud about. She uses every bit of thrums, the waste ends of warp. Because so many of our readers do not know how to convert their thrums into money we are very happy to let Mrs. Earley tell you how she does it—in her own words:

"Just a little idea of my own that may interest your readers. I take my waste ends of warp and use them up like "horse chains" on a knitting knobby. You can buy a knobby at most department stores or make one out of an old spool. I make yards and yards and endless yards of chain when I am relaxing and not weaving, when listening to the radio or television or waiting for a bus. Then I use the chains like roving or rug yarns. They make unusual all-warp rugs that will last a lifetime.

I was proud to have my picture taken with some of my rugs and especially the dog tracks pattern. This rug is sim-



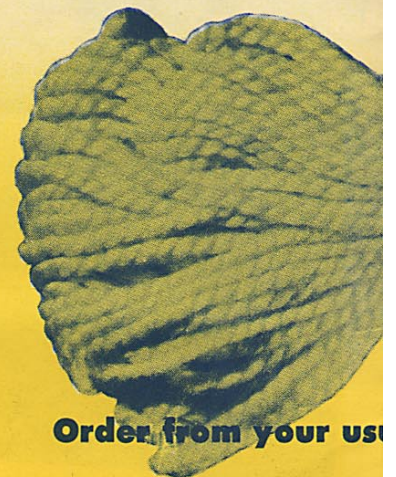
ply beautiful—blue warp and white rug filler. I use only Maysville materials to weave this rug and I follow the treadling instructions taken from Mr. Atwater's book. It takes only three and a half repeats of pattern and a little over two and a quarter pounds of filler. Weaving time is five hours. I get ten dollars for this rug."

FOR SUPERFINE WEAVING USE THESE M

Maysville Home Craft Yarn, now 50% Rayon and 50% Cotton. This blend is stronger and more brilliant than before we changed the construction. Available in complete range of color, guaranteed fast and brilliant.



Kentucky Lusterspun 100% Yarn never fails to delight custom want the utmost beauty and softness coverings, spreads and drapes. It is ant to work with as to look at. S Colors do not run or fade.



Order from your us

Not so long ago Mrs. Osborn purchased a loom and ordered a supply of Maysville Warp and rug fillers and started

and women with the vision of Mrs. Osborn are rendering a priceless service by growing oaks from acorns.

LOOMS some weavers make them
most weavers buy them

Those of our readers who are mechanically disposed will be interested in the loom that was made by Mr. Walter Emery of Indiana. The pictures show it set up and threaded and also illustrate the excellence of the rugs the inventor weaves on it. Because of its sturdy ruggedness and the precision of its construction Mr. Emery thinks that it will last a hundred years. Although weaving is still only a hobby of this Guild member, it has proved to be a very pleasant and profitable one.

The cover design shows an ancient spinning wheel and candle mold of Puritan days. But the maiden is as modern as the loom on which she is weaving.



NEW MAYSVILLE FAST COLOR YARNS

Rayon
ers who
in floor
s pleas-
ys soft.



Kentucky All-Purpose Rayon Yarn requires more threads per yard of weaving but the finished product commands a corresponding higher price. Weave just one article with this beautiful yarn and you will give your customer a very much better rug than she expects.



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