

# Announcement

To

# Home Weavers



You are hereby invited to become a member of the

MAYSVILLE GUILD

of

HOME WEAVERS

dedicated to creating better hand woven rugs and a greater demand for them. No charges. No dues. Over 7000 members now enrolled.



*Use Application Blank on back  
of this folder*

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## Application Blank for Free Membership in the Maysville Guild of Home Weavers

Name.....

Post Office.....

Street No.....

R.F.D. No.....

State.....

(Please write plainly)

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*Note:* If you are a beginner, mark X in square

1. What brand of carpet warp have you been using?
2. Where do you buy carpet warp?
3. About how many pounds of warp do you buy at one time?
4. If you use any manufactured filler or weft, what is the brand name?
5. How much time do you devote each day to the weaving of rugs?
6. How many looms do you operate? What type?
7. What kind of new rug patterns will help you most?

*Send this application by return mail direct to*

JANUARY & WOOD COMPANY, INC.

*Guild Department*

Maysville, Kentucky

# What the Maysville Guild is

THE Maysville Guild of Home Weavers was organized a little over one year ago to help weavers who use Maysville Warp and Maysville Rug Filler to do better work and make more money out of it. Thousands upon thousands of weavers throughout the entire country have enrolled and are getting the full benefit of the Helps which the Guild offers, *free*.

To be a member of the Maysville Guild is an honor and a practical help to any weaver. Yet membership costs nothing — no initiation fee — no dues — nothing but the agreement by the member to put the best quality of workmanship and material into every rug or strip of carpet he or she weaves.

With every pound of Maysville Warp is included a label for the Guild weaver to attach to the rug as a guarantee that it is in all respects up to the standard of the Guild. These labels are featured in the advertising (as shown below) and therefore, when attached to the rugs you weave, give them better standing with your customers, and make them easier to sell. The labels are absolutely free to Guild members. They are copyrighted and cannot be used on rugs that are not made of Maysville Warp.

It is easy to become a member of the Maysville Guild. Merely write brief answers to the questions outlined on application blank on the back of this folder, write your name and address plainly, and mail directly to *January & Wood Company, Guild Department, Maysville, Kentucky*.

Upon receipt of your application for membership, you will receive an attractive Membership Certificate to hang in your window or near your loom.

You will receive, also, a free copy of the Weavers' Manual and many valuable Weaver Helps.

You will receive every two months a copy of "The Shuttle," a weaver publication of interest and of value to all who weave.

Advertisements like the one reproduced below are now appearing in *Modern Priscilla, The Ladies' Home Journal, Needlecraft, Better Homes & Gardens, and Good Housekeeping*.

By joining the Guild now you can get the full benefit of this advertising — for hundreds of women right in your own community will read these advertisements and be interested in rag rugs and rag carpets. They will also be interested in the Maysville Guild of Home Weavers. By reason of this advertising, your membership in the Guild will give you increased standing in your community as well as create many new interested customers.



**Maysville Guild Rugs**  
HAND-LOOMED WITH  
**MAYSVILLE 4-PLY WARP**

## This card will introduce the Maysville Guild rug weaver to you

IT not only acquaints you with a thoroughly competent home weaver but puts you in touch with beautiful long-lasting rugs made to your order with genuine Maysville 4-ply warp.

A rug is no stronger than its warp because the warp is the lengthwise cord that binds the material together. If the warp breaks, the rug frays. Maysville 4-ply warp has set a new standard of durability.

The Maysville Guild weaver will use your own rags or Maysville Filler, a soft lasting material that makes a luxurious colorful rug. But most important, Maysville warp will be used, and the label on the rug will prove it.

The Maysville Guild weaver in your neighborhood will be glad to call and show you the latest designs in hand-loomed rugs.

Send for Guild weaver's name and address and we will also mail you our latest rug booklet illustrated in color if you will enclose 10 cents.

**JANUARY & WOOD CO., INC.**  
Dept. , Maysville, Ky.



January & Wood Co., Inc., Dept. , Maysville, Ky.  
Please send me illustrated booklet,  
"The Vogue of Hand Loomed Rugs in Home Decoration"  
and name of nearest Maysville Guild Weaver. I enclose 10 cents.

Name.....  
Street and No.....  
P. O..... State.....