

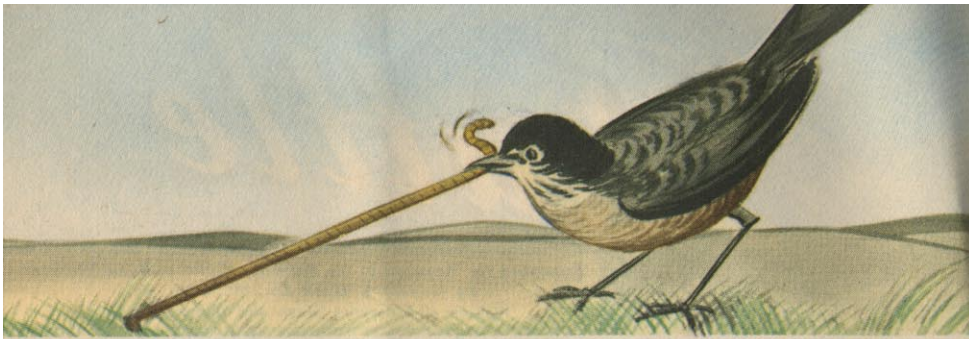
THE Shuttle

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

The Guild Ideal: "that each rug shall be better than the customer expects"



Spring 1947



Spring is here again . .

The birds know that there are plenty of worms under the sod on your lawn. They know that the worms will not come to them. That is why they are so busily digging.

Traveling salesmen have also returned. They know that there are plenty of empty shelves in the retail stores. They also know that they must dig for the orders. Dealers no longer go begging for merchandise at the factories.

Retailers, too, are beginning to dig for business. They are running big advertisements to bring back their old customers and to get new customers for their floor coverings. Your customers read those advertisements. They know where the stores are located.

How many people know where you have your shop? How many will take the trouble to "dig you out" when they are in the market for floor coverings?

In the face of competition from retail stores and catalog houses every Guild Weaver owes it to himself or herself to do some digging, too. Newspaper advertising will help a lot. Tell people where to find the best hand woven rugs and runners at the most attractive prices. Display samples of your weaving in your own front yard. Some passing tourists will see them. Some will buy.

But your best business should come from your own community—from the women who are responsible for making their homes attractive and comfortable—the women who hold the purse strings of the family budget. Take samples of your work from door to door. Show them. Explain how they are woven. Tell about Maysville warp that gives strength and long wear to every Maysville Guild rug and runner.

Make people understand why you recommend Maysville Rug Filler for the most particular work. Show samples of the beautiful colors from which each customer may select the combinations and designs best suited to her individual taste. And best of all, let it be understood that you are the representative of the Maysville Guild of Home Weavers, the greatest organization of its kind in the world and pledged to "make every rug better than the customer expects."

NOW IS THE TIME TO DIG . . .

The early bird gets the worm!



YOUR OWN OUT-DOOR DISPLAY *is your best advertisement*

These are the days when women are getting ready for the annual house-cleaning. Merchants are filling their show windows with soaps and pails, scrub brushes and mops, brooms and dust pans, wall papers, paints, curtains, drapes, window shades and floor coverings.

Smart weavers realize that all this advertising helps to increase the demand for hand loomed rugs and runners. They are cashing in on this rug-consciousness by displaying samples of their weaving in their own front yards.

For example, there is Mrs. Carrie Brooks of Indiana, whose display is shown at the bottom of this page. Mrs. Brooks has customers in a dozen states, from California to Pennsylvania, in addition to the "cream of the business" in her home county.

All of them made their first purchases as the result of the display in her front yard. Although she has never done any other advertising, her out-of-town customers send her their repeat orders, year after year.

Mrs. V. Grenewich, whose picture appears on page 5, has had a similar experience. She is not satisfied with displaying her wares once a year. Her rugs are on display all year round and her business has no slack seasons. She does not compete with the dealer in her neighborhood. She cooperates with him, displays her rugs in his show windows as well as in her own home. That is how she built up her business to its present size, operating two looms and giving steady employment to her helper. She also gives Maysville Warp and Maysville Rug Filler a good part of the credit for her success.

COVER PICTURE

The lovely lady whose picture graces the front cover of this issue is MRS. HAZEL SMITH of Ohio. She had not yet put her rugs on out-door display when we asked for her picture. Just to please us she posed for the snapshot, showing a few of the attractive patterns she will exhibit as soon as the April showers are over.





"We have two looms, one threaded with 30" material and the other with 24" material, and we turn out approximately five rugs, each 30"x54" and 8 to 10 rugs 24"x45" per day. All of them are woven with Maysville Warp and a good many of them have Maysville filler. Our customers like to have the labels with washing instructions, so we put one label on every order. We read every issue of the *Shuttle* through and through."—*Mr. and Mrs. Otto Schauland, Iowa.*

"I can't keep up with my orders. I am kept so busy that I have to neglect everything else. The work is still as fascinating as when I first began. But I do enjoy the *SHUTTLE* and look forward to each new copy."—*NELA DUNCAN, Kentucky.*

"My weaving business is expanding. My rugs are selling as fast as I can make them. I have sold as many as 6 to 8 rugs to a customer at one time. It's Maysville Warp and Filler for me, everytime. Please send me more labels."—*ELMER J. LAYTON, West Virginia.*

"I am weaving and selling about 14 Maysville Guild Rugs each week. Please send me an additional supply of labels."—*MRS. MARY RALPH, Indiana.*

"I am now able to buy plenty of Maysville Rug Filler and am surely delighted with the difference between it and the substitutes I have been using. Please send me more Guild labels containing washing directions. Thanks for the *SHUTTLE*."—*MRS. ANTHONY PALMER, Pennsylvania.*

"I have finally obtained an excellent Swedish style loom and am having great success with original designs which I shall be glad to share with other Guild weavers on request. Please send me more labels for use on rugs that are almost ready for delivery."—*HELEN PFLUEGER, California.*

"I built my business up on Maysville Labels and don't want to put any out without them. Please send me some at once. And don't forget to send me every number of the *SHUTTLE*."—*C. A. SEVERSON, New York.*

"Please send me by return mail 100 Maysville Guild Labels. I am a member of the Guild and I purchased my first loom 30 years ago and started weaving as a hobby. But I soon found it a profitable avocation. Since that time, I have woven more than 5,000 rugs, and I always have more orders than I can fill.

"We now operate 3 looms and always use Maysville Warp. Our work is mostly custom work, patrons furnishing their own rags, but we use lots of Maysville Rug Filler for rugs woven for sale. I enjoy the *SHUTTLE* very much and read every issue!"—*MRS. E. G. PATE, Utah.*

"Do you know of anybody who wants to buy a good 42" single reed loom for about \$50? It belonged to my mother, who was a member of the Maysville Guild and did beautiful weaving on it. Since her death, we wish to sell it."—*MRS. RICHARD WILLIAMS, Bryon, N. Y.*

"I have more orders than ever before to fill. Please help me out with more Maysville Guild Labels. I am using a lot of Maysville Rug Filler and like it very much. You can get some idea of how much business I am doing when I tell you that I buy \$15 worth of filler at every order."—*MRS. HENRY KOMMER, New York.*

"Please send me at once about 100 Maysville Guild Rug Labels with washing instructions for Maysville Filler Rugs. I have sold 100 of these rugs in the past 3 months and shall soon complete another hundred."—*LEONARD E. DOOLITTLE, Illinois.*



Above—MRS. HARVEY LAPE of Pennsylvania

Top Center—MRS. ROSE KOONTZ of Ohio

Above—MRS. MAZIE OWENS of Illinois

Left—MRS. EMIL MATILA of Minnesota

They all tell the same story: "Business is booming." Mrs. Koontz sums it all up as follows: "The Maysville Guild is a friend we can always count on. I enjoy reading the *Shuttle* and *Rug Filler*. I don't like to brag, but I just must put in a big 'YIPPEE' for Maysville."



And here is MRS. GRENEWICH who always has her weaving on display at her own home as well as at bazaars, fairs and in the show windows of her neighborhood stores. When she started weaving she had to do a lot of digging for customers but now they come to her and are glad to pay her price for work that is always better than they had expected.

The three rugs illustrated here were originally designed by the famous School of Weaving at Berea College exclusively for the Maysville Guild of Home Weavers. They have been "best sellers" for many of our members over a long period of years. They are profitable for the following reasons:

First: The patterns can be woven on two harness looms or on looms with multiple harness.

Second: The threading of the warp is very simple, requiring Maysville Warp in any shades the customer may select to harmonize with the decoration of her room.

Third: Made with Maysville Warp and Rug Filler, they are very durable and they may be washed according to the instructions on the Guild Label.

Fourth: The refined elegance of these patterns is always in good taste—never goes out of style.

Include the *Arrow*, the *Log Cabin* and the *Madison* in your weaving plan for 1947 and take them with you when you go soliciting orders. They have the charm of genuine hand woven fabrics without the rough texture of "rag carpets" and ordinary "hit-and-miss" rugs.



INSTRUCTIONS FOR WEAVING

The "ARROW" Rug

Thread reed with one warp thread in each split. Thread through harness alternately—one through back harness, one through front harness, and repeat. Rug full 27 inches wide requires approximately 336 warp threads, figuring 12 to the inch.

Weaving Instructions: Begin rug with weaving one inch plain weaving, using the warp only for woof. Add the Maysville Light Green Rug Filler and weave five inches. Cut off and fasten end. Then use the White Filler and weave a stripe

1½ inches wide. Cut off and fasten end, and use the Light Green again. Weave one inch. For arrow pattern, cut one strand 16 inches long. Press down the last Light Green Filler with the beater and keep the same shed open and put beside the Light Green Filler one 4-inch length of White 2½ inches from each selvedge of rug. Beat and change shed. Put in another Light Green Filler. Change shed and put in another Light Green Filler. Press down and put beside two other 4-inch lengths of the White, each 3½ inches from the selvedge. Repeat this once more but place the 2 White strands now 4½ inches from selvedge. Put in one more Light Green, and with the next one put the 16-inch long White strand which should come 5½ inches from the selvages. This is the middle of border which will be finished by repeating in opposite direction the half already woven. Repeat the border at last end and finish with one inch rug warp as woof. Leave about 4 inches of warp at each end of rug to be tied in firm knots in groups of 7 or 8 threads.

*Add these
best sellers
to your samples*

Easy to Weave and Easy to Sell



INSTRUCTIONS FOR WEAVING

continued

"Log Cabin" Rug

Illustration calls for reed having twelve spaces to the inch. Rug to be of the popular 27-inch width requiring a total of 672 warp threads—(336 Light Blue, 336 White). Reed to be double-sleyed—one of each color warp in each space.

Threading the Harness: Thread Light Blue through back harness, White through front harness. Repeat until you have twelve of each threaded. Change by drawing White through the back harness, then Light Blue, then White and repeat until you have the same number threaded as before. Change by drawing Light Blue through the back harness, White through the front and so on until you have twenty-four of each threaded. Change by drawing through the back harness and thread alternately until twelve of each are in. Change by drawing Light Blue through the back harness and thread alternately until twelve of each are threaded. This completes the border. To thread for the center of your rug: thread White through back harness, Blue through front harness and alternate until 192 of each are in. Repeat border instructions given above.

Weavers Instructions: Begin rug with weaving one inch of plain weaving; using the warp only as weft. Then add the White Maysville Rug Filler and alternate one pick of each (on alternating harness) for about five inches. The border effect is accomplished by getting the opposite color warp threads on top at special intervals. These changes are brought about by weaving in two warp threads,

one on each harness. Then continue one pick of filler, one pick of warp for about one inch. Change again by weaving in two warp threads as before and weave one pick of filler, one pick of warp for three inches. This is the middle stripe of the border which will be completed by a repetition of the two previous stripes. Continue rug as long as wanted like the three inches before the border and repeat border at the other end and finish like the first end. Leave about 4 inches of warp at each end of rug to be tied in firm knots in groups of 7 or 8 warp threads.

IMPORTANT: The "Log Cabin" Rug calls for 24 warp threads to the inch. Some hand looms are built to take not more than 12 or 14 threads to the inch without a few slight alterations. If it happens that your loom does not have at least 336 heddles on each harness frame, you will need to add enough to bring the total up to that figure. Some slight changes may be found necessary in the warping mechanism on your loom, but whatever changes are necessary can be done readily by the weaver, himself. The "Log Cabin" Rug is so very popular wherever demonstrated that all weavers should adopt it as a regular offering. These slight changes, even if required, should not prevent your doing the "Log Cabin" design. If you do not fully understand how to make these slight changes on your loom, write us, telling type of loom you operate, and, if possible, the name of the manufacturer. We will then be in a position to advise you.



INSTRUCTIONS FOR WEAVING

continued

The "MADISON" Rug **(Seersucker Two Harness Weave)**

To produce the "Madison" Rug in the popular 27-inch width, approximately 348 warp threads are required, figuring 12 to the inch.

To start the threading, draw 12 warp threads through first six splits in reed double-sleyed—threading the harness alternately, one in back harness, one in front harness. Skip three splits in reed, then (always threading alternately) draw six threads through reed double-sleyed, skip three splits, thread three, skip three and repeat. When 336 threads in all have been drawn through the reed, skip three splits in reed and finish threading by drawing 12 threads through six splits in reed double-sleyed making 348 warp threads in all.

Weaving Instructions: Begin rug with weaving one inch of plain weaving, using

the warp only as woof. Then weave about six or seven inches of Maysville Tan Filler, followed by four throws of Maysville Brown. Next weave four throws of Maysville Tan, and four of Maysville Brown. Again weave four throws of Maysville Tan and four more of the Brown, completing the border. Continue the Tan for the body of your rug until you have the rug as long as desired, and repeat border at the other end. Finish just like the first end. Leave about 4 inches of warp at each end of rug to be tied in firm knots in groups of 12 threads.

Illustration shows the "Madison" Rug woven with Maysville Black Warp using Maysville Tan Filler for body with Maysville Brown for border; a very effective combination. Other equally attractive combinations can be had from Maysville Warp which comes in twenty-five colors, and Maysville Rug Filler which comes in twenty-two colors.



MRS. MATILDA T. BELL
Kansas

IMPORTANT

NOTICE TO GUILD MEMBERS

We are receiving more requests for Guild Labels with directions for washing Maysville Rugs than at any previous time in the history of the Guild. In this connection all members should remember the following facts.

"Regular" Maysville Warp and Filler are dyed with the best direct dyes obtainable but they are not absolutely fast. To furnish strictly fast colors it would be necessary to increase the price to such extent that it would make their use almost prohibitive for the purpose for which they are chiefly intended. Our laboratory is constantly endeavoring to increase the fastness of our yarns and still not increase the costs.

In hit-and-miss weaving the fading or running of the darker colors is not too objectionable but on other rugs the pastel shades (light colors) which are washable, should be used.

In all instances rugs should be washed by hand in neutral soaps such as Ivory or Lux, at temperature not to exceed 120 degrees. Washing them in machines with ordinary laundry soap will cause all types of dyes to fade except the very "fastest" and most expensive.

Maysville Home Craft Yarns are dyed with fast colors and fast color Maysville Warp will eventually be available. For your customers who will pay the higher price, these two constructions can be recommended.

Guild Labels are for Guild Members *only*. To prevent them from coming into the hands of others it has become necessary to check every order against the names on the membership list. No charge is made for this service.

Please continue to send your orders for warp and filler to your usual dealers but address all requests for labels direct to us.

JANUARY & WOOD COMPANY
MAYSVILLE, KENTUCKY