



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. 1

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



"We received a lot of orders," see page 5.



Our sons have left their jobs in mills and mines and factories and on the farms to take up arms in our defense. We who remain at home owe it to those who have gone to carry on their work. • The Maysville Guild of Home Weavers has enlisted for the duration of the emergency. Our duty is clear and definite. Our quota has been set. We dare not fail. • Read the announcement on Page 8. • Do Your Bit.

★ JANUARY ★ NINETEEN-FORTY-TWO ★

January, 1942

Weaving "Indian Fashion"

by Mabel S. Meyer



We are sometimes likely to blame our looms for our lack of success in weaving interesting and beautiful designs. This is a mistake, as I learned from the Indian women of Guatemala last summer. I watched them, hour after hour, weaving the most marvelous dress goods, table covers, spreads, blankets and rugs. Their color combinations and designs were equaled only by the perfection of their workmanship.

Yet all their weaving is done on the most primitive looms in the world. These consist of two sticks of wood with the warp stretched from one to the other. There are no harnesses, no frames, heddles, reeds or pedals to these looms — nothing but those sticks. A rope, attached to both ends of one stick, loop-wise, is thrown over a post or a branch of a tree to hold the loom in position for use.

The weaver squats on the ground at the other end, regulating the tension by means of a belt that passes around her waist and is attached to the ends of the lower stick. By relaxing the position of her body the weaver loosens the tension of the warp threads between the sticks. Her fingers, aided by other sticks that serve as beaters, pick up the warp strands between which she passes the shuttle. After throwing

the weft thread she brings the warp to the correct tension by a slight backward movement of her body.

Each village has its own exclusive color combinations and designs and the women weave all the cloth used by the families of their own villages for clothing and all other purposes. The beautiful waist and skirt of the women shown in this photograph were woven by herself on the same crude loom at which she is working. All weaving that is not needed by the villagers is taken to the nearest city and sold in the public market place.

To one who is accustomed to the mechanical perfection of modern American looms, it seems incredible that anything but the crudest weaving could be done on such primitive looms, but I have never seen more perfect weaving or more beautiful and complicated designs produced on any hand looms in our own country. The Guatemalan Indian women have taught me a lesson that I shall not forget: "Never blame my tools for my own lack of skill." With our modern looms and with Maysville Warp and Filler, the finest, strongest and most attractively colored in the entire world, members of the Maysville Guild should not fall behind these primitive Guatemalan weavers in making every rug better than the customer expects.

Never blame your tools for your own lack of skill.



January, 1942

ONE PICTURE TELLS MORE THAN 10,000 WORDS

Send your photographs to THE SHUTTLE

The pictures in this issue of THE SHUTTLE tell the story of Maysville Guild activities as it was told to a million visitors at State and County Fairs and similar gatherings throughout the country in 1941. It was the greatest year in the history of the Guild and we hope that it will prove to have been only the beginning of a period of increasing publicity and growing prosperity for every

weaver who enjoys the privilege of membership in the Guild.

January & Wood Company has been glad to cooperate with Guild weavers in making their displays attractive. They now cordially invite all Guild weavers who plan to exhibit their work at booths of state or county fairs this year to communicate with them through the editor of THE SHUTTLE.

*From Mr. and Mrs. A. Plass
of Illinois. (See front cover)*

This is a photograph of the display and demonstration stand we had at the Farmer's Picnic at Rochelle, Illinois on August 28, 1941. We thank you for the materials you sent us to make our display such a nice one. Our stand was a busy place all day and all evening, and it was a very interesting place whenever I sat down at the loom to show the multitudes of people how Maysville Guild Rugs are made.

The rug I am holding was made of Maysville Rug Filler, myrtle green with gold border, woven on Maysville Warp. We showed more than 75 rugs, of all sizes and colors, all of them made with Maysville Warp, and we sold a great many of them. We also received a lot of orders for custom work that will keep us busy for a long time. We were so well pleased with our display this year that we expect to try it again on a larger scale, if possible. We thank you again for your part in the display.



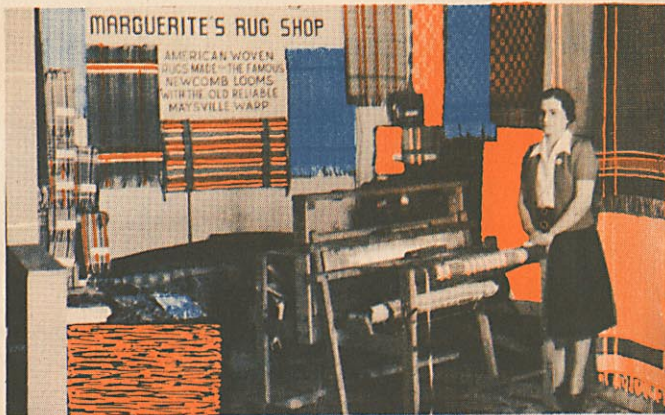
Louis Penhollow of Wisconsin, Guild member, sends this picture. It should be of interest to readers of THE SHUTTLE because the rug shown took first prize at the local county fair. Congratulations, Louis!

Show the people how Maysville Guild Rugs are made.

Marguerite M. Esser,
Iowa

Here is a photograph of my exhibit at the Waterloo, Iowa, Dairy Cattle Congress. All of my rugs were made of Maysville Warp and Filler, and I received many comments on how wonderful rugs were made of these materials.

Thanks very much for THE SHUTTLE. I can hardly wait from one issue to another, and I read every line of it. I surely am a satisfied user of Maysville Guild products.



Laura B. Webster, California, writes —

I am an enthusiastic weaver and I take great pleasure in reading letters from other weavers who write to THE SHUTTLE. I also get some very good tips from the pictures of rugs I see in THE SHUTTLE, so I think that a recent



experience of my own may be of help to other Guild weavers.

Last August we rented a booth at the San Joaquin County Fair and made a white picket fence to enclose it, with a long glass show case in which we put our rugs. The smaller articles we hung on the wall with thumb tacks, making an attractive display. But most of all, we had good success sell-

ing all our old stock of rugs and booking many orders for future weaving.

The central thing that attracted attention and drew crowds was the clicking of the fly shuttle on our "Weavers Delight Loom" which we operated continuously. We also made new friends for the Maysville products, by having on hand Maysville Warp and Rug Filler which we sold over the counter. Maybe some of you who are struggling along trying to find a market for your rugs will try something of this kind. It is a splendid way to reach new customers.

If you enjoy these pictures, others will enjoy yours.

Mrs. Steven A. Douglas of Oklahoma sends her thanks to the Guild member who recently advised readers of THE SHUTTLE always to leave a finished rug on the loom before threading with new warp. She says that this is one of the "helpful suggestions" for which this magazine is famous. Such praise is doubly welcome from a weaver as distinguished as Mrs. Douglas whose work has recently been made the subject of a



leading article in the newspaper of her home town. Mrs. Douglas operates two looms and weaves a great variety of useful and beautiful things: rugs, carpets, bed spreads, fine linen and cotton fabrics, coverlets, aprons, towels, belts, saddle blankets, curtains and gift novelties. Much of her most profitable business is with tourists from many states who visit her unique and attractive shop, but, like most Guild weavers, she finds that her best customers are local customers. Although Mrs. Douglas says that she "lost count of purchases of Maysville Warp" last year, she estimates them at about 300 pounds. "I have tried a few other brands," she writes, "but I find Maysville far superior."



Mrs. Della Bull of Illinois, writes: "Here is a picture of myself and some rugs I have woven with Maysville Warp and carpet rags. I like Maysville Warp very much because it is so smooth and nice to work with. I am 63 years old and have been weaving ever since I was 17. I wove an old-fashioned carpet and sold it to

buy my wedding dress, and I wove carpets and sold them to help clothe my four children. Now that the children have all left the old nest and my husband and I are all alone, I weave rugs and sell them for good pay.

I enjoy THE SHUTTLE very much and send best wishes to January & Wood Company and to all Maysville Guild weavers.

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

January, 1942

JAPANESE RUGS shall not come back



For years the Japs have been bombarding the markets of American weavers with hit-and-miss rugs. Now they are attacking our country with the full might of their fighting forces on land and sea and in the air. Our first job is to beat them on every front. Then we must keep them beaten. Never again can we permit them to use these United States as the dumping ground for their sweat-shop textiles.

American weavers must have the ability and the determination to produce enough floor coverings to meet the needs of every American home. If they fail to do this we shall be obliged to import enough to make up the shortage. With curtailed production in most American factories, *home weavers* must produce at least three million square yards of hand-loomed rugs and carpets, more than they wove in 1941.

This is the Japanese challenge to the Maysville Guild. We must meet it. Japanese rugs shall not come back.

How To Sell Your 1942 Quota

Why do the Japs insist upon selling their hit-and-miss rugs in America? Because America is the biggest, richest and easiest rug market in the world. Japanese factories operate on very small margins of profit. Therefore they must have very large gross volumes of sales to keep their factories going. This means that they must sell importers and wholesalers who in turn sell to retail stores. Millions of customers come to these stores and buy these rugs because they are cheap.

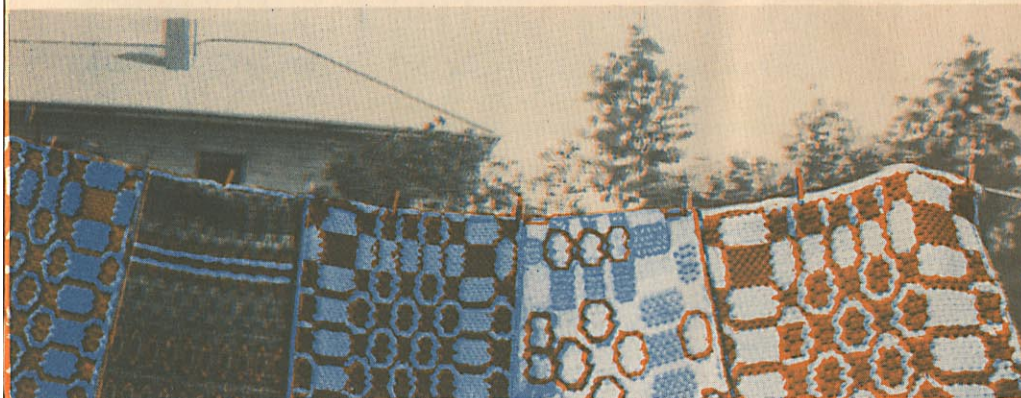
Of course, few Guild weavers produce enough rugs to sell at wholesale. But they must sell all the rugs they make if they wish to remain in business. They must be their own

salesmen. Every American community is just a piece of the big, rich and easy American market. The homes of your community, for example, need every rug you can weave. How are you going to bring your merchandise and your service to their attention?

First of all, you must display your sign where local people and tourists will be sure to see it. In every issue of THE SHUTTLE you will find letters from Guild members telling of their success in selling to tourists. During the tourist season you have the additional advantage of displaying your handicraft out-of-doors, where it shows to best advantage.

We are now in the season when

America expects every weaver to do his duty.



tourist trade is not to be had. So you must find another local customer to take the place of every tourist who will find you in the summertime. Personal house-to-house canvassing is the best way to do this. Divide your time between weaving and selling. The older children can be very helpful in this work. Allow them a small commission on every sale they make. Give them the double advantage of practical business experience and pocket money.

Another method, and a very good one, is to work in cooperation with a local store. Show your home-town merchant samples of your weaving. Tell him about the superior quality of your work, the selling help of the Maysville Guild Label, the guarantee of quality that goes with Maysville Warp and Rug Filler. Don't ask him to buy your rugs. He need not invest his money in a costly stock. All he needs to do is to display them in the same way he displays his other merchandise. The rugs remain yours until sold. Then he takes out his percentage of the selling price for his commission and turns the remainder over to you.

When you work in this way be careful not to sell the same rugs at

a lower price than the dealer is to sell them for. Play fair with him. Remember that he is entitled to his profit for selling as you are entitled to your profit for weaving. Every hour he saves you by doing the sales work means an hour added to your time for weaving.

In this issue of THE SHUTTLE several Guild weavers report their success in selling at state, county and local fairs. This is sound business and excellent advertising. People go to fairs to see interesting things and to buy them. They come from distant places for the purpose of finding good values at attractive prices. They have money to spend and the will to spend it.

If you can't afford to take a booth at a big fair, you can afford to have a display at your local church fair, your Parent-Teachers meeting, or any of the numerous gatherings that play such an important part in the life of the small town and rural community. These are the great American Market—the market that the Japanese covet because it is the biggest, richest and easiest market in the world. *It is your market*—the natural place in which to sell your quota for 1942.

The best customers are local customers.

Make Your Quota and Win a Cash Prize

The Government is setting up production quotas in most industries. From many industries more than half the total production is demanded for defense purposes. Cotton for uniforms of soldiers and overalls for civilian workers takes priority over fancy bed spreads and pretty dresses. The shortage of floor coverings has been further increased by the stopping of imports of hit-and-miss rugs from Japan, reducing the amount available for American homes by three million square yards.

The Maysville Guild of Home Weavers has assumed responsibility for making up this shortage. This means that Guild members in 1942

must weave 3,000,000 square yards of floor coverings more than they wove last year. There are about 15,000 members in this Guild. If every one of them were to make 200 square yards of rugs or carpets this year, their combined output would amount to 3,000,000 square yards. This would not only make up for the shortage of Japanese importations, but it would carry the economic war right to the heart of the Japanese economy. When you have made 200 square yards of hand woven floor coverings, you can look into your conscience and say that you have done your share in the patriotic service of the National Defense.

\$100.00 IN CASH PRIZES

We will give a cash prize of \$25.00 to the first Guild member who sends us certified report that he or she has woven 200 square yards of floor covering on hand loom in 1942, using Maysville Warp exclusively. \$15.00 to the second, \$10.00 to the third and fifty prizes of \$1.00 each to the next fifty.

Use The Enclosed Report Card

(Follow the instructions carefully)

As soon as you have completed weaving 200 square yards take the enclosed card to some disinterested person, your pastor, postmaster, school superintendent or other prominent member of your community. Sign it in his presence and have him witness your signature. Insert the card with sales slips or receipted bills showing that you have purchased not less than 50 pounds of Maysville Warp since January 1, 1942. Reports will be credited as of the dates of the post marks.

BEGIN TODAY

Half the purchasing power of America is in small towns.