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No. 12

1946

AN EDITORIAL ON THE HIGH COST OF LIVING

● Ninety-six years ago two New England cotton spinners built a small mill at Maysville, on the bank of the Ohio River in the pioneer State of Kentucky. January and Wood were the first cotton manufacturers to establish a factory where it would be close to the cotton-growing plantations of the South and easily accessible to the rapidly expanding markets of the nation. The business they founded has been carried on by their descendants for four generations.

● About a quarter of a century ago January & Wood Company sponsored the formation of the Maysville Guild of Home Weavers. In addition to the miscellaneous services rendered by the Guild the SHUTTLE is published as occasion presents, for the purpose of keeping Guild weavers informed about their common interests and advised about conditions that have important bearing upon them.

● As we enter the fall and winter season of this first post-war year the most important consideration for all of us alike is the rapidly increasing cost of living. The SHUTTLE does not attempt to predict the future trend of prices. Raw cotton, not many years ago, sold from 5 cents to 10 cents a pound. Now the same cotton is selling for more than 35 cents a pound. In addition, manufacturing costs have more than doubled and the result is that Maysville yarns must be priced accordingly. Guild members should remember that the same high prices must be added to factory-made rugs.

● It is therefore necessary for weavers to examine carefully their own costs for materials and the value to be placed upon their time and skill. There can be no hard and fast rule governing details of pricing for every individual weaver but certain fundamental principles apply equally to all. Like any other craftsman, you are entitled to a reasonable mark-up on the cost of all materials furnished by yourself. In general, this mark-up should be not less than 15% and not more than 20%.

● As a skilled worker you are entitled to sell your time for as much per hour as other equally skilled workers in your

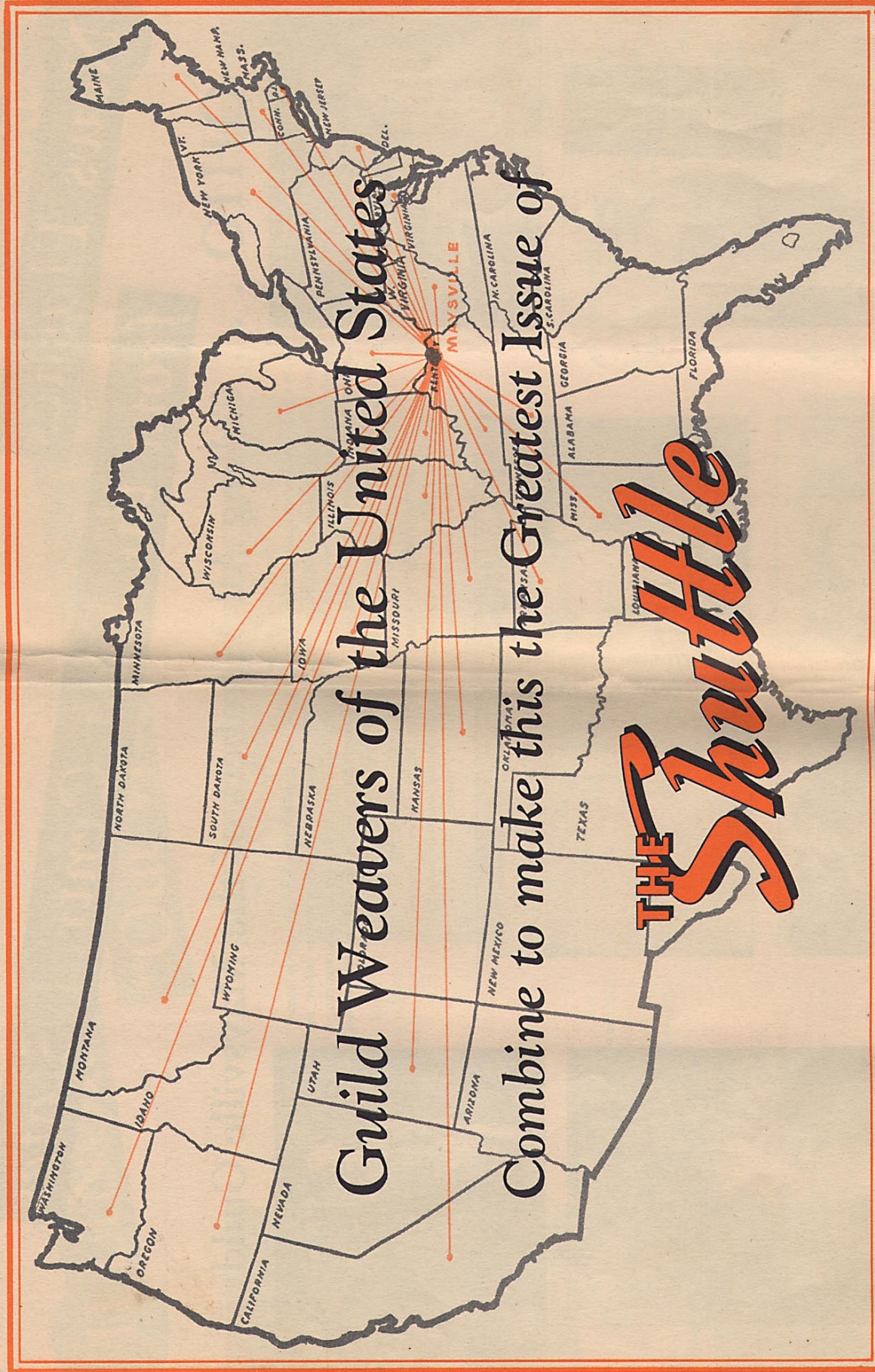
community. This is usually much higher in large cities than in small towns and rural places. Women who do fine laundry work or general housework in most large cities receive from 50 to 75 cents an hour. Working 8 hours daily therefore gives them from \$4 to \$6 a day. In smaller places the rate varies from 20 to 30 cents an hour and the cost of living is proportionately lower.

● Wages for skilled men vary from town to town and from one farming region to another. Inquire about the prevailing wage rates in the mills, mines, shops, stores and farms in your part of the country. Then fix your own rate per hour no lower than the average for the community as a whole.

● For example, if you use materials that cost you \$1 and your base wage rate is 50 cents an hour and you work 8 hours in weaving an order, your selling price for that order should be not less than \$1.15 for materials and \$4.00 for labor, making a total of \$5.15. If you charge only 25 cents an hour for your work the same order should sell for \$3.15.

● These are suggested as minimum selling prices. For ordinary hit-and-miss weaving it is probably high enough. But for more elaborate designs and greater range of colors in warp and filler, the prices for your labor should be correspondingly higher. Do not hesitate to place a proper value upon your time and skill. Your customers will have more respect for you and for your handicraft than if you value yourself too cheaply.

● Remember, too, that factory-made floor coverings offer little or no competition in today's market. Few factories are yet producing large volumes of popular priced rugs or carpets. Linoleums are not available at prices ordinary people can afford to pay. Dealers have little to offer. Now is the time to reap a profit from your membership in the Guild. Make every rug better than your customers expect—and sell it for what it is worth.



Guild Weavers of the United States Combine to make this the Greatest Issue of

THE Shuttle

If you have ever doubted the importance of the Maysville Guild of Home Weavers as a national organization, this issue of the SHUTTLE will convince you. In the quarter of a century since the Guild was established its membership has grown by leaps and bounds. 25,000 copies of this issue are required to meet the demands of independent weavers.

The most significant fact about this issue is not its size but its contents. Every picture reproduced here and every message quoted in whole or in part was contributed by some individual weaver as his or her voluntary contribution to the welfare of the Guild. Every section of the nation is represented here —and almost every state.

Tune in on New England and the Atlantic Coast States

News Flashes from the East Central States

OHIO . . . Calling All Members of the Maysville Guild

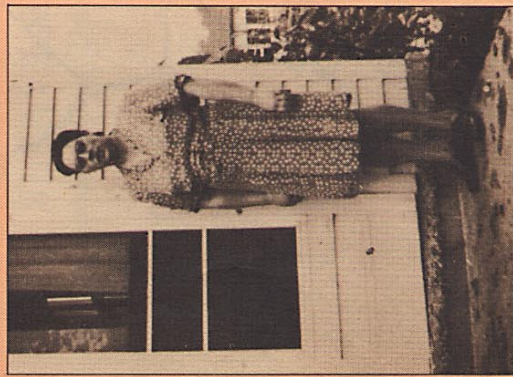


It is a little bit difficult to accept Mrs. LIPPLA's word that she is 75 years old but her customers testify that she is a world-beater at the weaving business. Sells 'em like hot cakes, too.

Believe it or not, this lady is properly named: Mrs. WEAVER. She was a weaver before she married. They say that her husband was chosen because his name would look so well on her sign—Mrs. Weaver—WEAVER.



"The line's busy" at Canton when Mrs. MATA (below) displays her handicraft. She weaves them big and sturdy and sells them as fast as she can make them. All Maysville, of course.



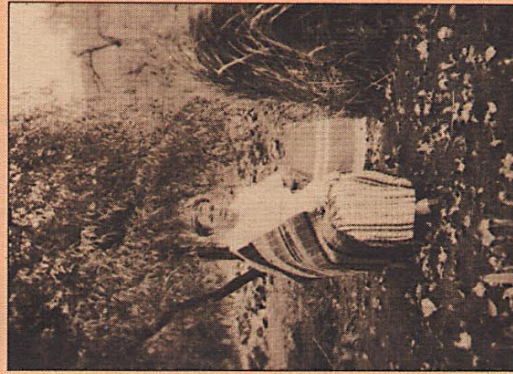
All over Ohio, from Columbus to Cleveland, the Maysville Guild rugs of Mrs. ALLEN SMITH are in great demand. Mrs. Smith is a prize winner at the County Fairs, too.



Mrs. OLIVE PARKER began weaving only five years ago with Maysville materials. Now makes a business of it.



Mrs. OSCAR DAVIS is a good-natured weaver but she gets pretty mad when there is delay in getting out the SHUTTLE.

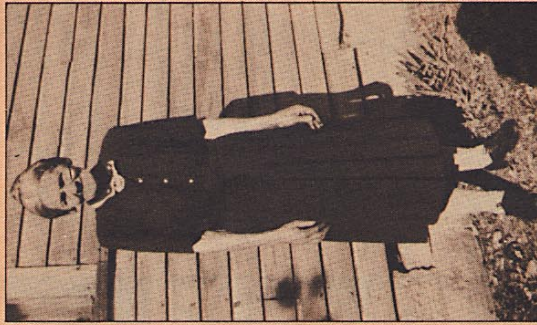


In the first 5 days after she received her first post-war shipment of Maysville Warp Mrs. JAMES RUBY, with her fly shuttle loom, wove and sold 225 yards of Maysville Floor Coverings and ordered 400 lbs. more warp.

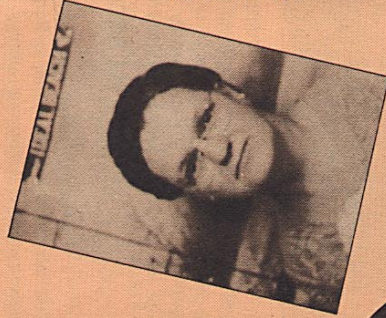
INDIANA is on the air "On the Banks of the Wabash Far Away"

Right—"This is Mrs. LULU JUSTICE speaking. It's fun to weave with Maysville Warp. Let me repeat—Maysville is the only warp for me."

Center—"My name is Mrs. NELLIE RANGER and I make a specialty of the Hollywood pattern using only Maysville Warp."



Above—"Mrs. MARY POTTER calling January & Wood. Are you there? Listen. Don't ever stop making Maysville Warp and Rug Filler, PLEASE!"



"This is Mrs MARY SMITH signing off from two years in a defense plant. The place for me is at my loom, weaving Maysville Guild Rugs for the good people of the Hoosier State."

Left—"Mrs. GILBERT BARCUS of Monticello at the mike. I want to tell all Guild members how happy I am to get back to weaving with Maysville materials. Good luck to you all!"



"S. O. S. from IDA ZELCH at Indianapolis: I must have a larger weaving shop to keep up with my orders for Maysville Guild rugs."



"ANDREW and MAYME COVERDALE of Anderson talking from Station WARP We have just renewed our contract for lifetime partnership for the 35th year. Thanks for your good wishes."

MAINE—

Mr. A. OUGHTILRIDGE once managed a rug factory in Massachusetts. Now he and his good wife own and operate the Colonial Rug Company at Sanford, Maine. Business has grown steadily. New building is now under construction. All looms are threaded with Maysville Warp.



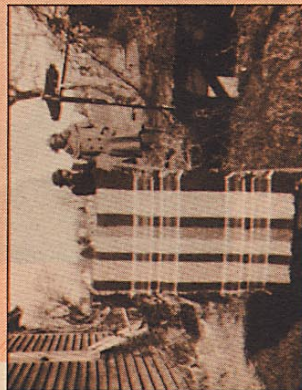
RHODE ISLAND—

"My customers always come back for more," writes Mrs. ALMA SHOGUN who does a profitable business as a weaver of Maysville Guild floor covers, shopping bags and pillow covers in fashionable Rhode Island.



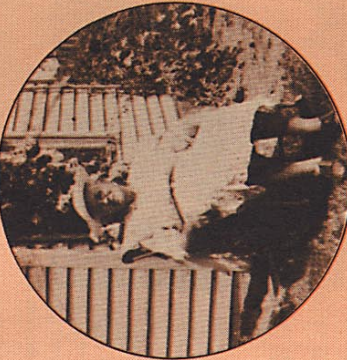
MASSACHUSETTS—

Although she was busy at work on her orders for 100 yards of Maysville Guild Floor Covering when the last number of the SHUTTLE arrived, Mrs. MINARCHUCK took time off and posed for this picture.



NEW JERSEY—

"Well displayed is half sold," says Mrs. JAMES CAMPBELL, whose rugs are "grabbed up" as fast as she can make them.



Here is Mrs. JENNIE CROCKER waiting for the letter carrier to bring the SHUTTLE. She owns the house she lives in and she has made it famous as headquarters for Maysville Guild weaving.

PENNSYLVANIA—

Miss PEARL SCHULTZ (*right*) is the proprietor of a profitable rug weaving business. Occasionally she varies her work by using Maysville Rug Filler for making handsome round and oval rugs like the one she is holding. For all weaving she insists upon Maysville Warp.



Customers of Mrs. W. W. ANDREWS (*left*) can't believe that she is well past 70 years old. And can she weave! For 20 years she has been famous for the beauty and durability of her Maysville Guild Rugs.



L. S. BILLOW (*right, center*) makes Maysville Guild Rugs within sight of the Pennsylvania State Capitol. Business is good and he is happy to be able to get Maysville Warp again.



110 yards of Maysville Guild Rugs made and sold in 5 weeks is the record of Mrs. A. TELLECK (*left*). She joined the Guild only two years ago and does weaving only in her "spare time." When does she sleep?

When SHELDON OTT (*right, bottom*) raises his eyes from his weaving he can see the locomotives pulling great trains around the famous bends on the side of the mountain at Altoona. A splendid location for an up-and-coming Guild Weaver.



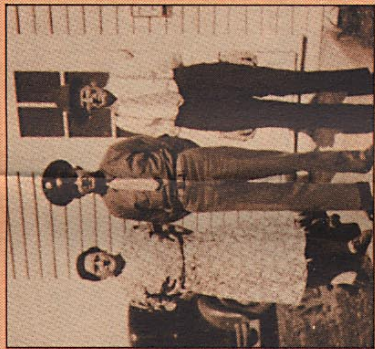
Shrodsburg is a small town located on a great highway where tourists trade is always good with GUILD WEAVER MARTZ (*below*). Just now he has orders on hand to keep him busy for three months.



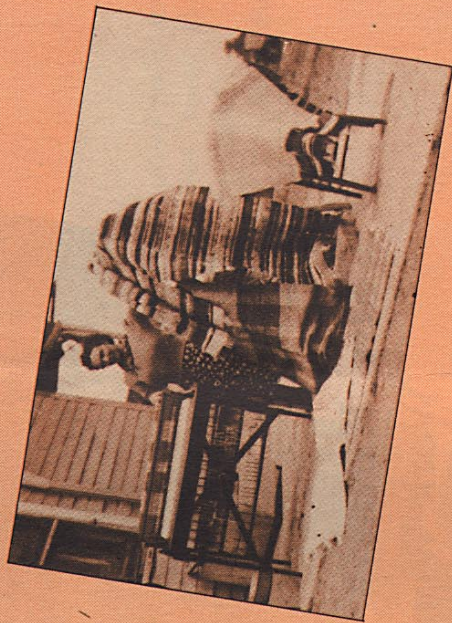
The Maysville Guild in the Great Western States



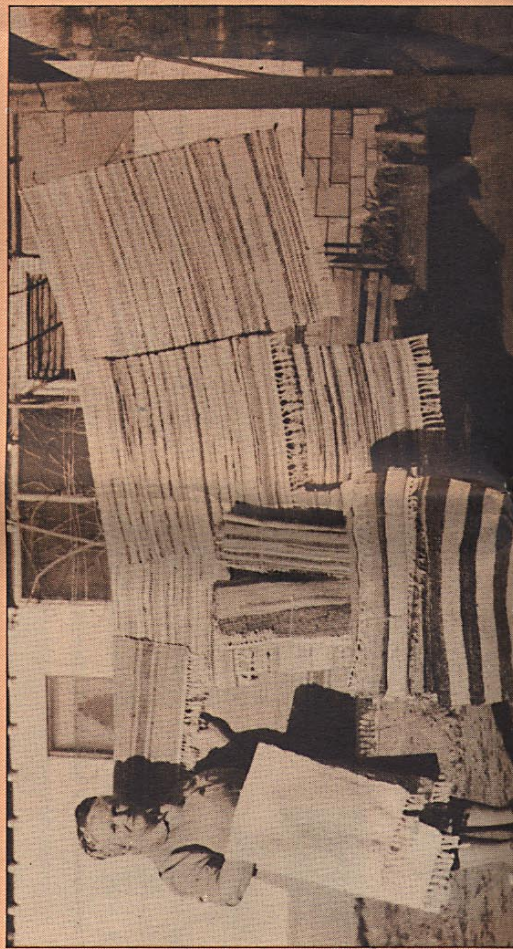
Above is a photograph of Mrs. VIGGO CHRISTANSON with an exhibit of Maysville Guild Rugs which she has woven, working only part time. It must be a rather large part of her time because she made and sold more than 1100 yards to her neighbors in Minnesota and has orders on hand for three times as much.



Mr. CHARLES FROST is so proud of his veteran son and the son is so proud of his mother's contribution to the reputation of the Maysville Guild in Minnesota that she sent this picture of all three Frosts. "The more the merrier."



Here you see another weaver who is adding to the fame of the Maysville Guild in Minnesota. She is Miss LYDIA HERRBOLD and has her loom at the home of her relatives in Anoka. She is a plucky lady. An injury to her back compels her to wear a cast and to use crutches but nothing can stop her.

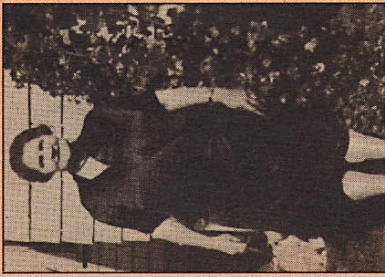


When Mrs. JOHN T. EVANS of Billings, Montana, received the Spring number of the SHUTTLE, with its "prosperity supplement" she enjoyed it so much that she sat right down and wrote a note of appreciation to the editor.

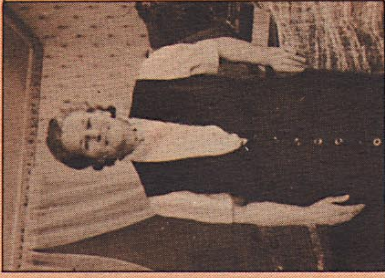
Mrs. Evans has more orders on hand than she can keep up with, using her flying shuttle loom, always threaded with Maysville Warp. She would be grateful to any Guild member for sending her some good patterns for 2-harness threadings.

Below—Mrs. KAY WALKER, Box 215, Rt. 1, Montesano, Washington, made a net profit of more than \$100 by weaving

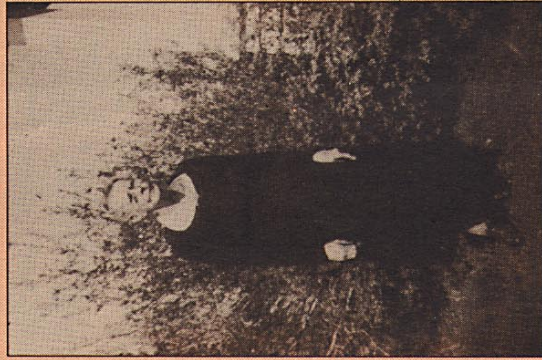
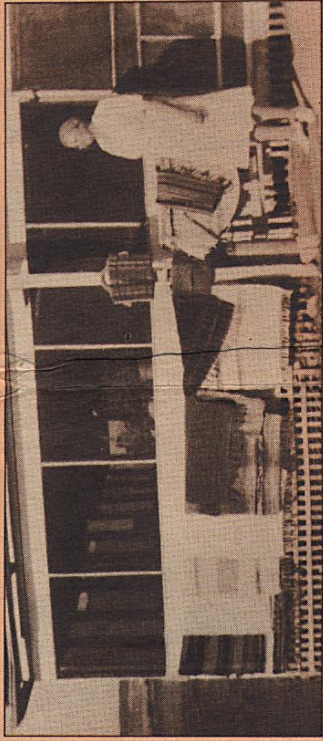
represents the Maysville Guild at Midway, Utah, writes: "I am glad to get Maysville Warp again—my customers are waiting for me to deliver their rugs."



to customers in Montana, California and Idaho the first weeks after production of Maysville Warp was resumed. Not bad for a lady who is past 70 years of age!



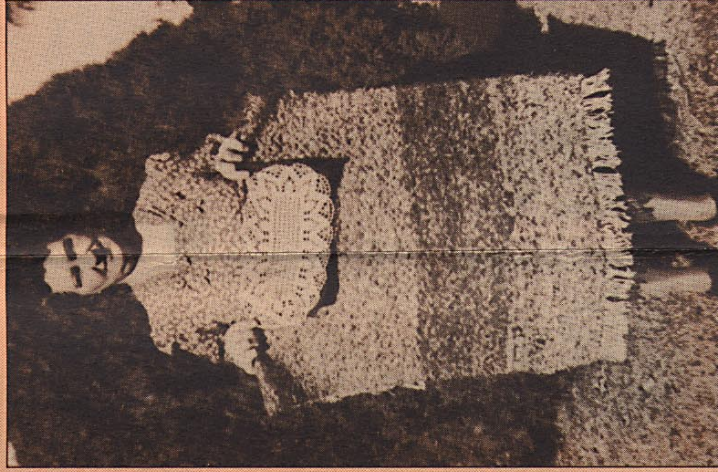
Above—Mrs. RUTH KNODL of South Dakota has stopped advertising in the newspaper. Can't fill all the orders she receives from her regular customers.



Mrs. CHARLES J. ANDERSON of Beresford, South Dakota, on her 78th birthday. She divides her time between weaving with Maysville Warp and cultivating her flowers.



Congratulations to Mrs. KINDRED of Walla Walla, Washington, who has just celebrated her 90th birthday and is still weaving with Maysville Warp.



From sunny California Mrs. ALMA KAWALTI sent this photograph to show what superfine rugs the Guild weavers on the Pacific Coast are turning out.