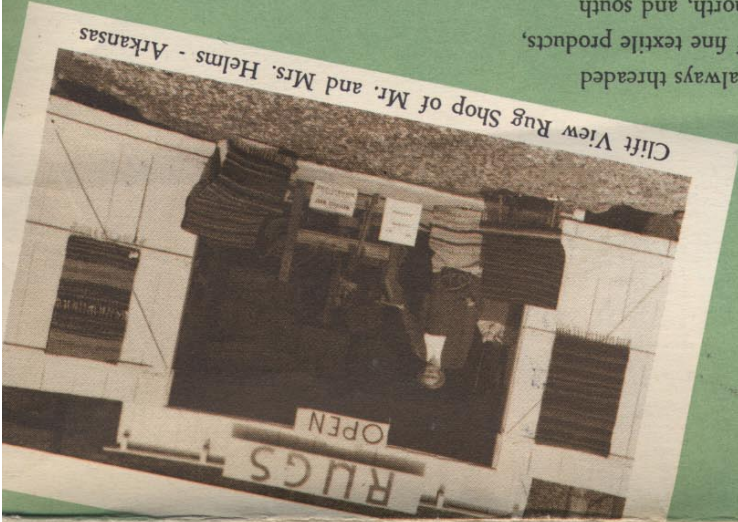


In the little rug shop shown here they have set up their loom, always threaded with Maysville Warp and Rug Filler, against a background of fine textile products, hand made and attractively priced. Tourists from east, west, north, and south stop there, out of curiosity to see a modern loom in action, mingled with the desire to inspect rare and beautiful masterpieces of needlework. The Helms, like so many other members of the Maysville Guild, have learned by experience that Maysville yarns, cotton and rayon alike, are ideally adapted to the arts of crocheting, knitting and of weaving. Low overhead, quality merchandise attractively displayed, fair prices and plenty of old fashioned Arkansas good nature are a hard-to-beat combination.

ARKANSAS RUG SHOP Does Nation-wide Business



In little more than one year Mr. and Mrs. E. J. Helms have built up a business with customers in practically every section of the United States.

Postmaster:
If undeliverable return to January & Wood Co., Inc., Maysville, Ky. Return Postage Guaranteed.



Sec. 34.66 PL&R
U. S. POSTAGE
PAID
Maysville, Ky.
Permit No. 10

Weaving

AS A BUSINESS

by R. V. Aling, Ohio



In the more than twenty years that I have been a member of the Maysville Guild I have read a great many interesting articles in the SHUTTLE recounting the experiences of other weavers. After visiting January & Wood Company at Maysville, Kentucky, contacting its officials and receiving cordial welcome and courteous treatment I finally decided to make my long deferred contribution to the SHUTTLE.

The weaving of floor coverings and other products of the loom has fascinated me ever since my first experience in my grandfather's woolen mill when I was only ten years old. This mill was equipped with power looms and those who were employed in it found unlimited outlet for their imagination and creative genius in developing new designs for weaving wool blankets, flannels, jeans, water-proof over-coating fabrics, shawls and specialties too numerous to list.

Years later, when starting my own business, I purchased a 4-harness fly shuttle loom and began to weave in cotton. By devoting all my time to weaving while my wife filled the cylinders and shuttles, I was able to weave as many as nine rugs, each 54 inches long, in a day. The most carpet runner I could weave in a day was 27 yards, 36 inches wide.

Early in our business we discovered that there is more difference in the quality than in the prices of carpet warps and rug fillers sold under competitive brands. So we tried out various makes by using them side by side on the spool racks when warping our

loom. We kept these test rugs for use in our own home and in this way we were able to note which warps and fillers had the fewest knots and other defects. These experiments and tests proved to us that, for the most efficient production and satisfied customers, Maysville Warp and fillers were the materials with which to build a profitable and permanent business. When weaving is a business and not merely a pleasant hobby or pastime these factors are of major importance.

We now have four looms going on 27 and 36 inch rag and yarn rugs in work for customers and for our stock and display rooms. During the busy season we employ two other weavers who do work for us, using their own looms in their own homes. We give them steady employment by the week, picking up their finished rugs and paying them in cash every Saturday. This gives us a total output of from 50 to 75 rugs per week.

To sell our output we cater to the tourist trade, and to local customers and have a wholesale arrangement with traveling salesmen who carry our rugs as a side line. We do some newspaper advertising and we get a good many inquiries from it. To every person who answers our ads we mail a folder describing our work. If I do not find from our sales records that the prospects who received our folder have placed orders within ten days I follow them up with a personal visit in their own homes.

To operate a weaving business as large as ours it

continued

is necessary not only to make throw rugs but to weave floor coverings for larger areas. We always try to have in stock at all times at least one roll of carpet 36 inches wide and one roll 27 inches wide from which we can cut off runners of any desired length. We also make a specialty of 9' x 12' room size rugs in solid colors, mixtures and plaids. These, of course, are all woven with Maysville Warp and rug filler.

In our display rooms we sell a considerable number of comforts, blankets, afghans, coverlets, etc. in addition to rugs of odd sizes and of designs that are not offered by the usual channels of distribution.

Some of our weavers reside in small towns or on highways advantageously situated. We give them dis-

play signs and assist them in arranging their merchandise in a manner calculated to attract customers. We allow them a liberal commission on all sales, thus giving them double incentive to sell the floor coverings they have woven and for which they have already been paid.

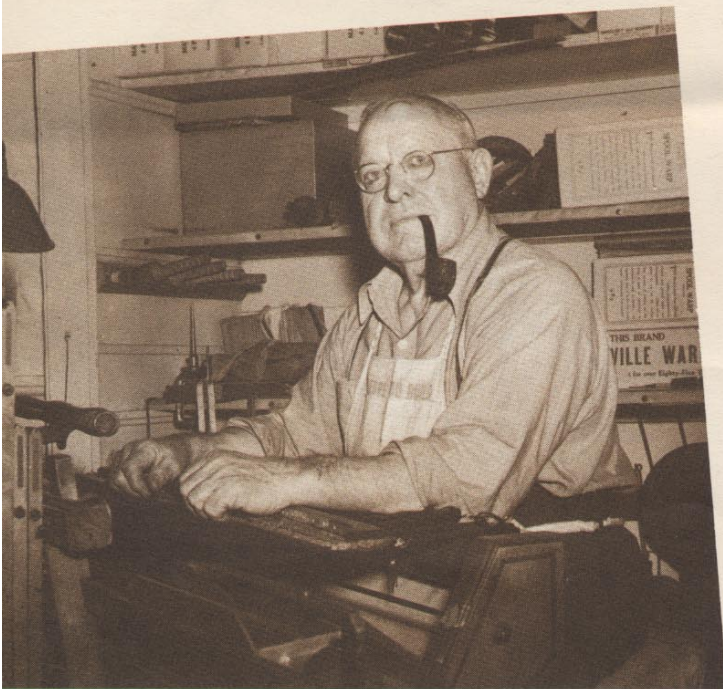
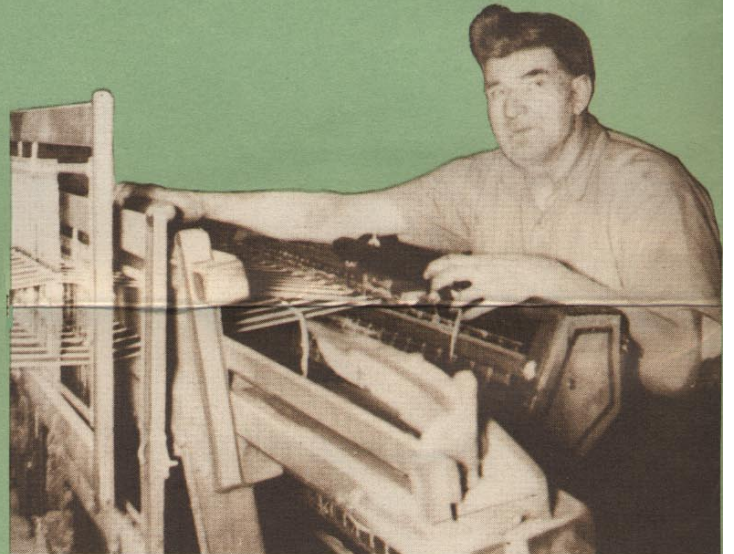
We encourage our weavers to originate new designs and we always consider their criticisms and suggestions for improving the quality of our work.

For the past ten or twelve years I have personally done no weaving except in connection with training others and developing new designs. Most of my time is fully occupied with the responsibilities of management.

FRONT COVER

The fanciful design on the front cover of this issue represents our artist's conception of the work accomplished by Mr. B. Ames whose photograph appears on this page. Since Mr. Ames began his career as a weaver thirty-eight years ago in a small Indiana town, he has woven enough rugs and runners to carpet a path 27 inches wide from his shop to the city hall in South Bend, twenty-six miles distant.

Without taking time out to figure how many miles of Maysville Warp and Rug Filler are woven into those 26 miles of floor coverings Mr. Ames has begun on his second 26 miles and is running out an average of 100 yards of Maysville Guild rugs every month.



One of the prize winning pictures in a contest conducted by the Des Moines Register in the summer of 1949 was a photograph of Mr. W. A. Pauba, a veteran Guild Weaver. The photograph was taken by Mr. Charles Kingsley of West Branch, Iowa, to whom we are obliged for picture reproduced here.

Mr. Kingsley sent the following personal comment with the photographic print: "I took this picture last winter when we went up to get our rugs which Mr. Pauba had woven to our order. He makes rugs for people all over the United States. He uses January and Wood materials exclusively and takes pride in the excellence of his workmanship."

She found herself in the WEAVING Business



Mrs. John Bundy of Illinois

Five years ago Mrs. Bundy had no more idea of going into the weaving business than of taking a trip to the moon. True enough, she had purchased a little table model loom—a mere toy with which to beguile dull days by weaving her accumulation of carpet rags into scatter rugs. Now get the story direct from Mrs. Bundy:

"The neighbors came in to watch me weave and every one of them returned with their own rags ready to weave or for information on cutting and sewing them. Before the week was over I was in the weaving business. I did not think my small loom could hold up under so much weaving but, I have made more than 500 rugs on it and I'm still weaving. I shall soon receive a larger loom but until it arrives my husband will continue to tinker with my present toy loom and keep it in working order as he has already done so many, many times.

"My rugs have gone to California, Michigan, and Kentucky as well as to Illinois and Indiana. Most of my out-of-state customers I've never met personally. I made 9 rugs for one of them only last week.

"Is weaving profitable? It has proved so for me—and I love it. I can always depend upon Maysville Warp to satisfy. And I get two dollars for making a 27" x 48" rug."

He is just GETTING STARTED

R. S. Kirkpatrick, Iowa

Mr. Kirkpatrick never threaded a loom or threw a shuttle until about six years ago. Now he has been obliged to give up milking the cows in order to put in more time at his principal business as a weaver. He was only 86 years of age when he started weaving—92 last June. Folks in his home town call him Grandpa—until they see how steady he can hold a needle and how slick he can thread it. Sew! Dear reader, you never met anybody who can hold a candle to Grandpa Kirkpatrick when it comes to sewing carpet rags.

Now just take a quick look at the threading of his loom. Can you do a better job than that? We still find it hard to believe that weaving is only a hobby with anybody who can do a job like that. It looks like real business.



A Wider Selection

Warp



Homecraft



Lusterspun



All-Purpose

Selection of Materials

IS NOW AVAILABLE TO GUILD WEAVERS

For almost a hundred years Maysville Warp and Rug Filler have been manufactured exclusively from cotton, 100% pure. When the Maysville Guild was established more than a quarter century ago these two constructions were officially adopted as standard materials for all floor coverings that were to be sold as Maysville Guild products and identified by the Guild label. At that time January and Wood Company agreed to underwrite the publication of the SHUTTLE and, in its pages, to keep Guild members informed of any developments likely to affect the interests of hand weavers.

The commercial manufacture of synthetic fibers, Rayon in particular, does very definitely affect all parts of the textile industry including the 30,000 operators of hand looms who make up the membership of the Maysville Guild.

For several years the research department of January and Wood Company has experimented with these fibers, testing them and comparing them with cotton fibers for spinning into yarns suitable for the requirements of the Maysville Guild.

As a result of these experiments January and Wood Company, in the last issue of the SHUTTLE, announced "Kentucky Lusterspun" 100% Rayon Yarn and on this page we show a second J & W all-rayon product to be sold under the brand name "Kentucky All-Purpose" Rayon Yarn. Both these new yarns are considerably thinner than regular Maysville Rug Filler but they are more brilliant and are used with satisfaction as weft or filler for Maysville Guild Rugs.

Lusterspun and Kentucky All-Purpose Rayon Yarns are fast colors.

For those customers who insist upon having fast colored floor coverings and who are prepared to pay the price, we recommend Maysville Fast Color Warp with filler of Maysville Home Craft Yarn, Lusterspun or Kentucky All-Purpose Yarn. Regular Maysville Warp and Rug Fillers are not absolutely fast.

To make them so, would increase their cost beyond the means of the great majority of buyers of hand loomed floor coverings.

We changed the construction of Home Craft Yarn to 50% cotton and 50% rayon. This new mixed blend materially increases the tensile strength of the yarn and adds considerable luster. It is a decided improvement.

NO SYNTHETIC FIBER has yet been discovered that can honestly be recommended as a substitute for Maysville 100% Cotton Warp. If such a yarn should ever be invented and spun, either from all synthetic fibers or from a mixture of synthetic cotton fibers, January and Wood Company will manufacture it and make it available to readers of this magazine.

All hand woven floor coverings should be washed by hand, in water of not more than 120° degrees temperature and with suds made from neutral soaps (Ivory, Lux, etc.). Violent agitation of washing machines and the chemical action of ordinary laundry soaps and washing compounds shorten the life and mar the beauty of the most carefully woven fabrics.

Complete washing instructions are printed on the Guild Labels. These should always be attached to your weaving and brought to the attention of your customers. Guild labels are for Guild members only.

Order them direct from headquarters of the Maysville Guild at Maysville where your requisitions will be checked against your registration of membership before the labels are shipped. No charge is made for this service.

Get your supplies of Maysville Warp and Filler Yarns from your usual sources of supply.

NEBRASKA WEAVER WINS FAME as Author of Success Story



"Rags to Riches" is the intriguing title of a fascinating story that will soon appear in a leading periodical under the signature of Mrs. F. R. Likes who has been a prominent member of the Maysville Guild in Nebraska for more than twenty-five years. The tale is frankly based upon the experiences of the author's own family and the "hero of the plot" (believe it or not) is the family loom upon which the "rags" of the depression years were woven into the "riches" of today.

The story opens during the "hard times of 1926" when the family farm was burnt brown and the crops were withered in the fields. The four children needed clothes which father was unable to buy for he was a victim of the depression and had gone to the city in search of a job that would provide living wages when the farm was as barren and fruitless as a desert.

Mother and daughters combined their meager resources to purchase a loom. It cost \$49 and they were hard put to dig up an extra \$5 to pay the freight. When the ten yards of warp, that was threaded on the loom when it was received was used up, the problem of finding \$7.50 for rethreading almost assumed the aspect of a major disaster.

The first order for weaving was secured by answering a classified advertisement. Then came the barrel of carpet rags, "sewed and ready to weave" that somebody found in the basement of an ancient farm house. Little by little the Rogers family became known as the best carpet weavers in their section of Nebraska. Their services were in constant demand and their profits enabled them to enjoy many luxuries that dad's salary as a mail clerk could not quite provide.

The crisis passed. The children grew to maturity, married and set up housekeeping in homes of their own. The mortgage has been paid off and the 65 acres that surround the family homestead are now used as a 9-hole golf course, yielding many times as much annual income as they ever earned as a farm. Mother still cherishes the loom upon which the foundation of their fortune was built. Gone is the necessity that once compelled her to labor at it. But no music will ever be sweeter to her ears than the song of the SHUTTLE and no reward more desired than the beauty of the fabrics she weaves upon it.

**A TRUE SUCCESS STORY as told to
the SHUTTLE by Mrs. George E. Thayer**



Mrs. George E. Thayer
of California



My husband and I have been weaving, on a small scale, since 1940. We have made and sold many rugs, both rag and filler, every one of which was woven on a foundation of Maysville Warp. Maysville yarns have proved completely satisfactory to us, because of their easy working qualities, and equally satisfactory to our customers, because of their strength and the beauty of their colors.

Our weaving has been done on looms made by Mr. Thayer—he has built several for our own use. He also built our stucco loom house, a small part of which is visible in the snapshot picture of our weaving. But far more difficult than the building of house and loom was the task of rebuilding his own war-shocked body and mind.

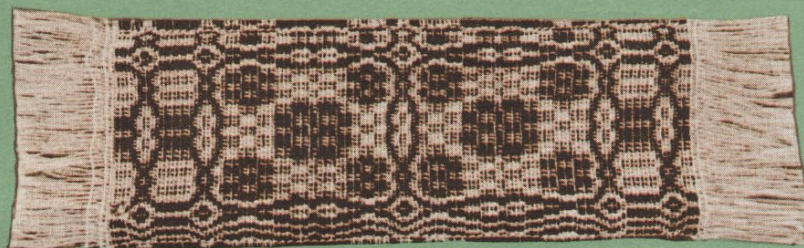
Mr. Thayer is a veteran of the first World War from the effects of which he was seriously ill for several years. Early in 1949 he suffered a nervous collapse that threatened to destroy his mental stability. The need of keeping his mind and his hands occupied was imperative and obvious. Without such therapy there could be no hope.

It was my task to keep him interested in the healing art of weaving when he had not the will power to persist. But I did persist and he gradually regained his power to concentrate his attention upon his weaving instead of turning his morbid thoughts inward. Weaving calmed his nerves and gave him wholesome occupation for a convalescent mind. Remembering his work he forgot himself—and thereby found himself again.

So, please tell others about this. Doubtless many need such help as we have needed it so many times as we have walked through the valley of shadows.

From the loom of Mrs. Robert Oberg

"He who Creates lives"



A neat little book mark greets you here—
None like it in all the land;
Akin to old fashioned coverlets
And woven, like them, by hand.

Out in Minnesota weaving is both a means of livelihood and a creative way of life. Competition among weavers is keen and the most coveted prizes at state and county fairs are won by members of the Maysville Guild, year after year. In 1949, as usual, Mrs. Oberg took five first and one second at country fairs before entering her sure-fire winner at the state fair. In answer to a letter from the SHUTTLE, Mrs. Oberg writes:

I would like to send you a picture of my prize rug but I haven't got any. I think it is the simplicity of this rug that is the secret of its beauty. I have used the Rose Petal design, which is probably well known to all Maysville weavers. The charm of my rug is the combination of coloring of Northern Minnesota in the fall of the year. Some day I shall send you a picture and description of an interesting rug that I am going to make from a pattern I have just received from my sister in Sweden. It is called Fantasy and it looks fascinating.

