



Maysville, Kentucky

January & Wood Co., Inc.

Manufactured by

*Maysville Warp
and Rug Yarns*

The backbone of hand weaving since 1851!



THE

Shuttle

FALL
1950



THEY BEAT A PATH TO THE DOORS OF THESE MAYSVILLE GUILD WEAVERS

Because hand weaving is essentially a "home industry," those who practice it either as a hobby or as a means of livelihood, must always look to their "home market" for their principal customers.

Nevertheless, mass-production of automobiles keeps millions of Americans on the go, enabling them to tour the Country from "the stern and rock-bound coast" of New England to sunny Southern California. Now, no country road is so isolated that tourists do not travel over it and discover fresh delight in the rugs of that neighborhood, hand-woven by local weavers.

And so it happens that the choicest woven pieces done by Guild Weavers in New England are found in homes of the Midwest and on the Pacific Coast. And, it's equally true that rugs from looms in the "corn belt" and the "cow country" add beauty and comfort to homes along the Atlantic Seaboard.

What tourist, for example, could fail to be thrilled by the beauty and originality of a rug or drape, bedspread or handbag from the loom of Mrs. Marie St. Laurent Hallee who plies her busy shuttles in the Still Brook Shop in Connecticut? Mrs. Hallee learned weaving when she was a child in French Canada where her husband mastered the art of craftsmanship in wood. His woodworking shop is in a basement room directly below her weaving room.



Mrs. Marie St. Laurent Hallee
of Connecticut

And what New England housewife could pass the junction of Routes 36 and 99 in Kansas without stopping at

the Service Station that displays a hand-woven rug instead of a "flying horse" or a "T for Texas" sign of gasoline or lubricating oil? This is the factory of Mrs. Myrtle Brunsch from whose four-harness loom a steady stream of



Mrs. Myrtle Brunsch of Kansas

hand-woven Maysville rugs flows to neighboring towns and to the floors of tourists from the far places of the Republic.

These two ladies, living and working two thousand miles apart, are not complete strangers. Both of them are members of the Maysville Guild. Both read every issue of *THE SHUTTLE*, which gives them a feeling of neighborliness to each other and to thousands of other Guild Weavers.

Someone has said that, even though a man live like a hermit in a wilderness, the world will beat a path to his door if he writes a better book, preaches a better sermon, or makes a better product. Members of the Maysville Guild, wherever they live, may not write books or preach sermons but they do make better rugs. The touring public is finding them out.

**SUCH AN OPPORTUNITY COMES
ONLY ONCE IN A HUNDRED YEARS**

This issue of THE SHUTTLE is something "special"! One hundred, busy productive years have passed since Andrew M. January and Benjamin W. Wood began manufacturing carpet warp here at Maysville, Kentucky. It must have been unusually good warp because it quickly won the approval of weavers everywhere and became the biggest-selling warp in the Country. And that's the position it still holds without serious competition.

Mr. January and his partner were men of strong convictions. They impressed upon every co-worker in their Mill the importance of making every lot of Maysville warp

better than the trade expected. Their great-grandsons now operate the Maysville Plant. Like their fathers and grandfathers before them, they were brought up in the tradition of quality and service that has stood the test of a Century. And right now, they are sponsoring another project that will help Guild Members make better rugs and help them to sell their work for more money.

THIS IS IT!

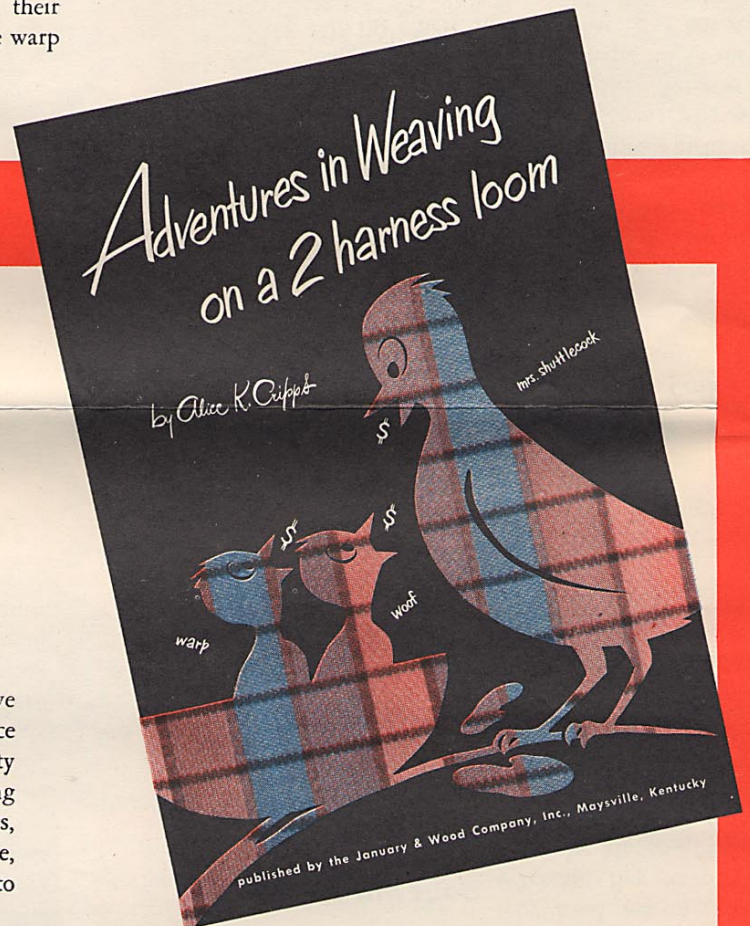
**The most up-to-date,
complete and practical book
ever published on
two-harness weaving!**

37 full color plates showing designs that have actually been woven and sold by the author, Mrs. Alice K. Cripps. Here, in one delightful, friendly, chatty book you will find detailed instructions for making every one of these rugs, runners, drapes, spreads, mats, bags, purses, and pillows. It's all told in such simple, easy-to-understand words that you will "just itch" to try them on your own loom.

The author does not stop with instructions for weaving these attractive things. She tells you how to sell them as fast as you can make them. Weaving is more than a hobby with Mrs. Cripps. It is a business. She keeps keen eyes upon every item of cost. It's her boast that she does even better than the meat packers who "use every part of a hog except the squeal." When she gets through with a weaving project, there's not so much as a single thrum wasted.

January & Wood Company consider this book so

important to all Guild Members that they have purchased the rights of publication. Members of the Maysville Guild can secure copies direct from Maysville for only 25 cents each, less than the actual cost. The enclosed business reply envelope does not require a postage stamp. Insert 25 cents in coin carrier. Write or print your name and address plainly in position indicated. Enclose carrier in envelope. Seal it and get it into the mail box before the postman makes his next stop.



USE THESE FINER
MAYSVILLE YARNS
FOR

*Superfine
Weaving!*

They're

NEW,

LUSTROUS,

COLORFUL

and

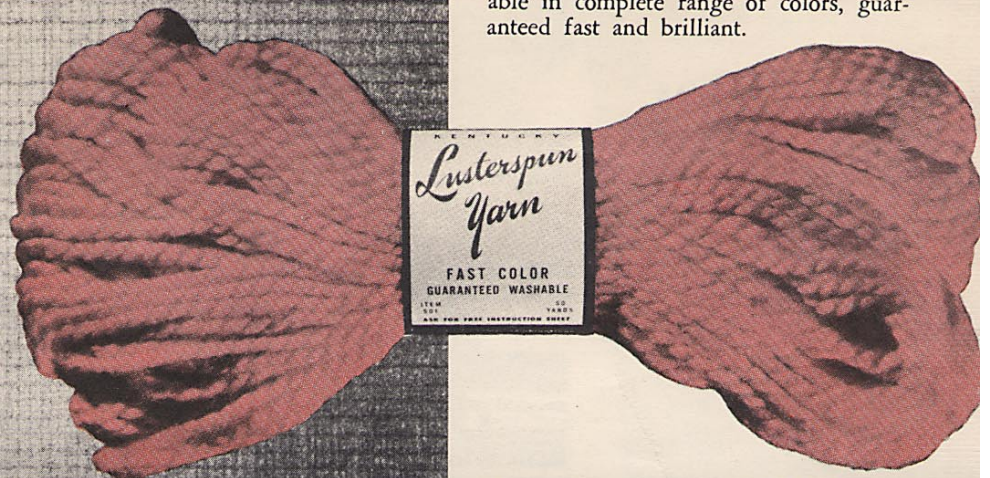
FADE-PROOF!



Maysville All-Purpose Rayon Yarn requires more threads per yard of weaving but the finished product commands a corresponding higher price. Weave just one article with this beautiful yarn and you will give your customer a very much better rug than she expects.



Maysville Home-Craft Yarn, now 50% Rayon and 50% Cotton. This blend is stronger and more brilliant than before we changed the construction. Available in complete range of colors, guaranteed fast and brilliant.



Kentucky Lusterspun 100% Rayon Yarn never fails to delight customers who want the utmost beauty and softness in floor coverings, spreads and drapes. It is as pleasant to work with as to look at. Stays soft. Colors do not run or fade.

Products of January & Wood Company, Inc.,
Maysville, Ky.

Order from your source of supply for
MAYSVILLE WARP and FILLER