

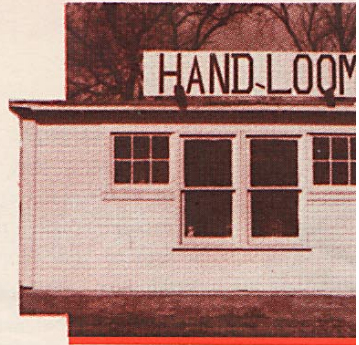
HOW'S THIS FOR A "MAGIC CARPET"



There is something suspicious about this picture. Apparently the photographer has played a trick that makes the strip of carpet look so large and the woman who made it so very small. Or possibly he wanted to display the runner in such manner that every person who glances at this page will stop to admire the wonderful workmanship of Mrs. Michael Swetel. She is the lady in the picture and she makes magic carpets of Maysville warp and filler in her weaving shop on top of a high mountain in Pennsylvania.



Notice that no two cross stripes are alike from the near end to the center of this runner. The pattern is repeated in reverse from the center to the far end. When the strips are sewed together, with cross stripes carefully matched, the customer for whom Mrs. Swetel made it will have a truly remarkable all-over carpet, hand-woven to an original design and without a duplicate in the whole world. And that is something far better than can ever be expected by customers of stores that sell mass-produced floor coverings.



DIRECT ADVERTISING keeps this rug shop BUSY

When anybody asks whether by hand weaving, we like Totman Rug Shop in a W people, Mr. and Mrs. A. L. in their back yard and the profits from the sale of the specialties they make in it.

MAKING NAVAJO RUGS WITH MAYSVILLE YARNS

A. L. McKeeth, California

I have been making Navajo rugs as a hobby for many years and, as I have already passed my allotted score and ten," I would like to let some others in secret of the trade.

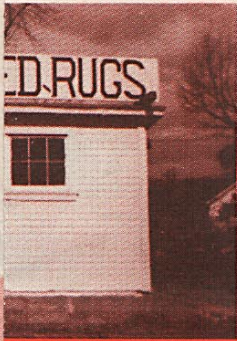
I was born in Wisconsin, inherited inclination for weaving from both of my grandparents who were w

At the age of 21, I decided to head West as many were doing at the time, hoping that I might make a along with the others. In 1892 I landed in Los Angeles at the time had a population of about forty thousand, a pared to the two million today. About the time I there, Mr. E. L. Doheny was digging his first oil w hand, a depth of sixty feet, and he struck oil, starti first oil boom in California.

After working in and around Los Angeles for years, I heard of some Government land to be open homesteading in Idaho so there is where I went an on a homestead in 1910. This was Indian country and



"A VERY PLEASANT HOBBY



er there is money to be made to show this picture of the sconsin town of nearly 600 Totman have set up this shop are paying for it with the floor coverings and woven

It takes quite a lot of business to keep a shop like this one running full time all year round. So Mr. Totman doesn't wait for customers to find his place of business. He has a list of more than 3,000 names of home owners living within trading distance of his shop. Uncle Sam delivers circulars to every R. F. D. Box, leaving the Totman partners free to devote full time to weaving.

Mr. Totman writes: "When the customer brings in the carpet rags all ready to weave, we furnish the warp, Maysville 4-ply, do the weaving, and finish the rugs for \$1.25 a running yard, 28 inches wide. For our pattern rugs, woven with Maysville Warp and Filler, we get \$5.00. It takes 4 skeins (2 pounds) of Maysville Filler to make one of these rugs 54 inches long. We charge \$2.50 each for our shopping bags."



watched the Navajos weaving their rugs on looms made of a few sticks. I got the idea that if they could weave on such crude looms I could do better on a good one so I sent East and bought a loom.

My first efforts in making Navajo rugs were not so success-

some time and many inquiries, I found that the reason for the imperfections in the Indians' rugs were based on superstition. If their rugs were perfect in design the spirit of their Thunder God could not escape, so they would leave imperfections in their patterns to let the spirit escape. These first rugs I made were of wool yarn but since I had no sales outlet for the rugs, the wool yarn was too expensive for my pocketbook.

After proving up on my land, I returned to California, finally locating in San Diego. There I again got the urge to resume my weaving so I again set up my loom in our garage and started using Maysville Warp.

This experiment proved quite successful, as you may see from the picture of the rug I am holding.

I kept at it with the help of my wife and we have turned out more than one hundred Navajo rugs in the last few years, working just so long and as often as we cared to. As stated before, we did it for our own pleasure so our product to a great extent as been given as presents to our friends and relatives.

We find that the Maysville Warp of the January and Wood Company is best fitted for this type of weaving, and it is our hope that others may take up the art of making Navajo rugs better than the Navajos do themselves, since our spirits are not released through imperfections in our rugs.



ful but I kept watching the Navajos and finally learned the secret of it. My rugs finally came out in perfect designs, whereas the Navajos' did not, and I wondered why. After

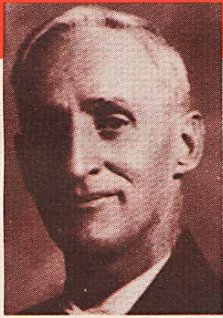
Dear Guild:

My daughter Rachael designed and wove both the Dog Design that she is holding and also the Swan Rug. She used Maysville Warp and Home Craft for filler.

My own rugs won prizes at the County Fair. I live out in the country but I display my work in a down-town store window. I have three looms. All are two-harness

looms but I hope to get a four-harness loom also. I keep one loom threaded 36 inches wide with Maysville Warp and one threaded 27 inches wide. The third is a small loom on which I weave table mats and handbags. Weaving is my hobby, and a very pleasant hobby at that. I shall be looking forward to receiving the next SHUTTLE.

Mrs. Nannie Belle Camp (Kentucky)



VETERAN WEAVER HONORED BY MARINE CORPS LEAGUE

If there's one thing in this World that A. H. Haffner never could do it is to quit under fire. In his younger days, Haffner was a fighting man, as tough as any man who ever wore the uniform of the United States Marine Corps. He's still a fighting man, full of ambition. But his pension is not enough to support him now when old injuries, complicated by arthritis, prevent him from taking a full-time job. His ambition for many years has been to own a loom and get established in business as a weaver.

Well, it seems that the Marine Corps League of Kansas got "hep" to this ambition and decided to do something

about it. Wasn't Haffner the oldest Marine in Kansas? Wasn't he still the honorary Commandant? The Corps had provided him with a uniform and a rifle. Why should not the League provide a loom? And so it happened that Retired Leatherneck Haffner became the happy possessor of the finest loom in the State of Kansas. This loom has been like an open door to a new life for a man who has so often risked his life on the fields of battle.

Happy? You never saw a happier man than this white-haired veteran who doesn't know there is any such word as *surrender*. The years seem to fall from his shoulders, the wrinkles to vanish from his face as he labors at his loom, determined to make every rug far better than his friends expect.

TROT, TROT TO MARKET

UPON YOUR HOBBY HORSE . . .



About four years ago Mrs. George Horn of Kansas decided she needed a hobby to occupy her mind and to keep her hands busy during her spare time. Being a very practical person with a love for beautiful things, she purchased a loom and a supply of Maysville Warp. In something less than no time at all Mrs. Horn was an accomplished weaver.

She liked it fine. She wove enough rugs for every room in her own home. Then she got busy making rugs for the homes of her relatives and friends . . . for free. They liked them fine too.

Mrs. Horn soon awoke to the realization that she could not continue forever weaving things to give away. She had invested a goodly sum of money in the loom. Nobody gave her any Maysville Warp or Rug Filler without charge. The loom was not paying room rent for the floor space it occupied.

Yes, reader, you have guessed the rest of this story. Mrs. Horn mounted her hobby and trotted off to market with her surplus rugs. Soon her profits paid back the money she had invested in the loom. Weaving was no longer a pastime for her. It had become a business. Her quota is several hundred rugs yearly, all made with a good backbone of Maysville Warp.

Her prices? Plenty high to assure a tidy profit on every rug.

WEAVING . . .

HOBBY OR BUSINESS?

The ten questions in our last issue stimulated a great deal of self-examination among our readers. They all seem to realize the importance of avoiding waste of materials, of using efficient short-cuts in their work, and of availing themselves of every opportunity for publicity, whether it be paid advertising or free newspaper write-ups. Most of them say that the letters and pictures that are sent as voluntary contributions of other weavers are the most interesting features of *THE SHUTTLE*. They are unanimously of the opinion that weaving offers greater opportunities for pleasure and profit than any other handcraft in which so small an investment is tied up.

From her mountain-top shop in Pennsylvania, Mrs. Charles S. Sweet sent answers to every question. To the question: "Are you charging enough for your work?" Mrs. Sweet frankly said: "I do not know. When I started weaving twenty years or more ago, I charged twelve cents a yard. I have raised my price since then but probably not enough to make my business really profitable."

Mrs. John S. Bundy, of rural Illinois, finds that fifty cents a running foot is not enough to cover her costs for materials and her time and still leave a satisfactory margin of profit. Some retail dealers with whom she comes into competition claim that fifty cents is too low. They point to the fact that rugs made by Mrs. Bundy stand up better than factory-made rugs of similar price.

One reason so many weavers have difficulty in making their business as profitable as it should be is because they first began to weave as a hobby and not as a means of earning a living. They did not keep accurate records of every penny spent for materials and every minute of time consumed at their looms. They did not put a price upon the things they wove because those things remained their

own possessions or were given to friends without thought of profit.

But when weaving ceases to be merely a hobby and becomes a business, every penny of cost and every minute of time must be reckoned with. Everything that comes from the loom must be priced high enough to cover all expenses and show a sound profit. This is what your grocer does and your butcher and the man who runs the general store in your neighboring town. The grocery, the butcher shop and the general store are not hobbies. The things on their shelves have cost the owners real money. They are for sale, not to keep or give away.

The weaver who does custom weaving or who makes rugs for sale *must* sell her products for prices that are high enough to be really profitable. She must think in



business-like terms. She must never permit the pleasure she gets from weaving to blind her eyes to the market value of her materials and her time. As a business woman she must charge at least as much for every hour of her weaving time as she would receive as wages in the employ of some other business. It's wonderful to do what we love to do . . . and get paid well for it!

NEW MAGAZINE for ADVANCED WEAVERS

Those of our readers who have graduated from simple weaving to elaborate pattern weaving on four-harness looms will be interested in a new national magazine called *HANDWEAVER AND*

CRAFTSMAN. It is published at 246 Fifth Avenue, New York 1, New York, and issued quarterly at \$1.00 per issue or \$4.00 per year. This magazine is written, illustrated and edited by weaver artists for weavers who are ambitious to become artists in their own right.