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Enclosed find 25¢ in coin for my copy of "Adventures
 in Weaving on a Two-Harness Loom."
 JANUARY & WOOD CO., MAYSVILLE, KY.

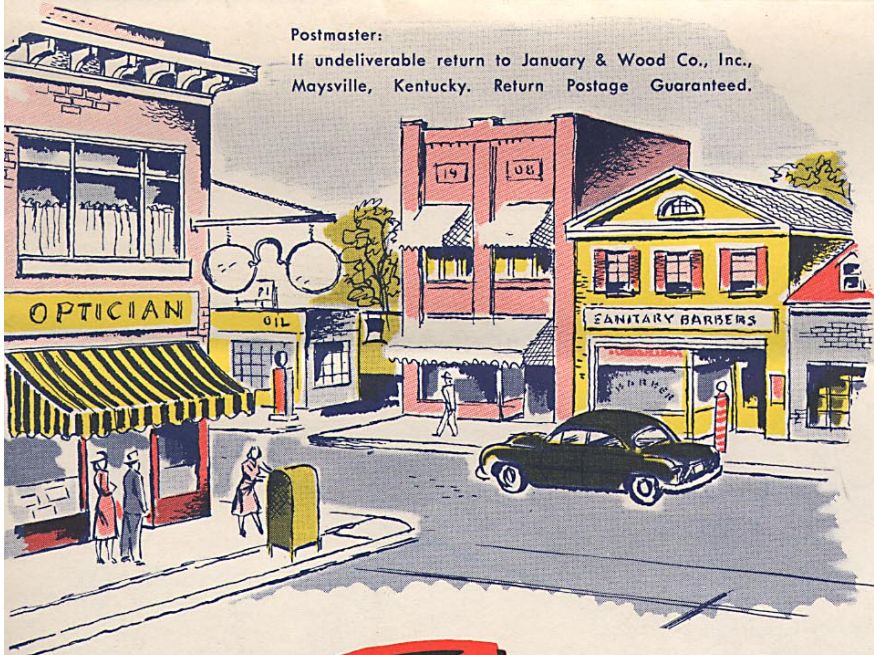
**Maysville Warp and
 Maysville Rug Filler, in
 the new, washable colors
 ...from your regular source of supply**



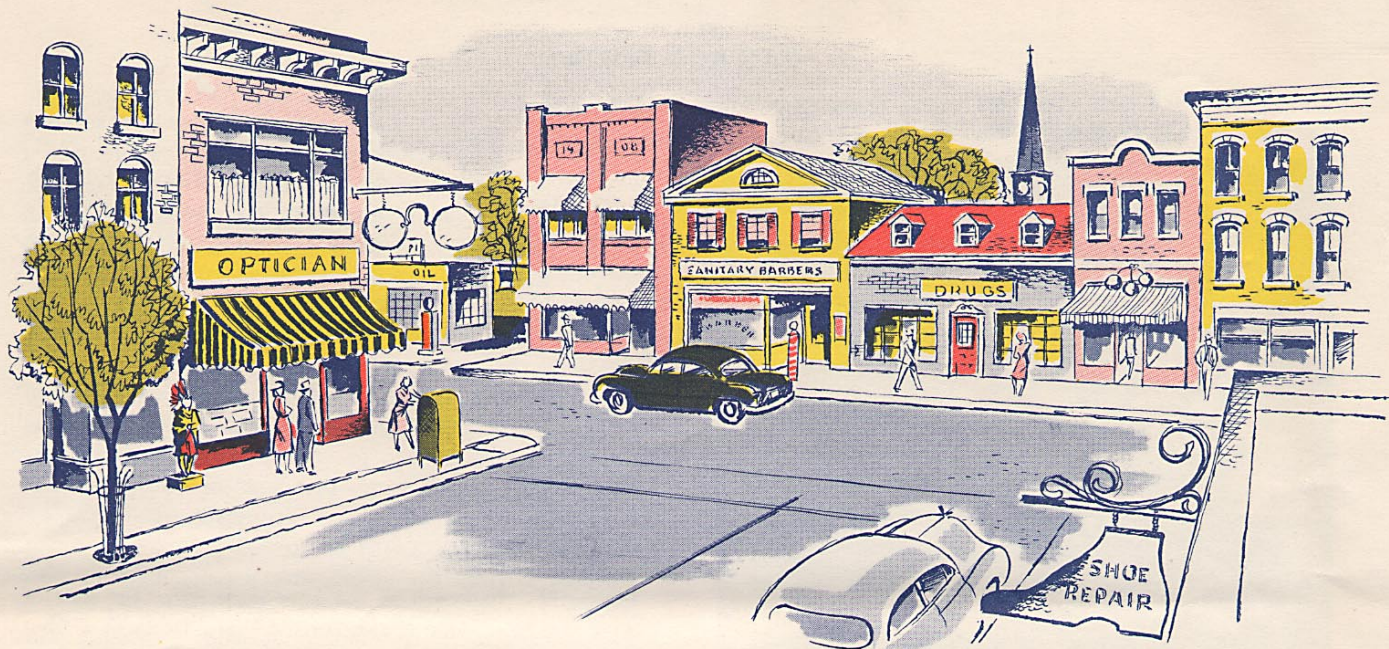
- No chain can be stronger than its weakest link
- No rug can be better than the Warp with which it is woven
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THE *Shuttle*
 FALL OF 1951



Well, friends, here we are again, bringing you the news about what other weavers are doing with their looms and the remarkably fine things they are weaving with Maysville Warp and cotton and rayon filler yarns. Some of the thousands of our members are weaving as a pleasant hobby but steadily the number increases of those who weave as a means of livelihood. Among these not one has earned a wider reputation or a larger income than our good friend and frequent contributor, Mrs. Alice K. Cripps of Georgia.

It would be impossible to think of Mrs. Cripps without thinking also of her book, *Adventures in Weaving*, which is still the most up-to-date and practical volume ever published on weaving on two or four harness looms. Tens of thousands of home weavers have already purchased this book. It has become a prescribed text book in many schools of applied arts. Most members of the Maysville Guild refer to it frequently for fresh ideas, better methods of weaving and selling. No weaver who has had a chance to look at the beautiful color plates from which it was printed can ever be satisfied until he or she owns a copy.

You can't buy this book at any store. But, as a member of the Maysville Guild, you are entitled to possess a copy for less than its actual cost of production! Enclose 25 cents in coin and send it to THE SHUTTLE, at Maysville. Write your name and complete address plainly on your order. While the supply lasts we will mail the book to you on the very day on which we receive your order.

Remember, every pattern described or illustrated in this book can be woven on *your* loom and sold to *your* customers at a handsome profit! You no longer will be limited to hit-and-miss weaving or to making a very few simple designs. Your own imagination, your skill in selecting and blending colors both in Maysville Warp and Fillers and in Maysville's famous Rayon Filler Yarns is the only limit to what you can weave and sell.



As you walk along the main street in your neighboring shopping center you will see several familiar signs, each one a reminder of the merchandise or service offered, for a price, by the shopkeeper. A huge pair of spectacles suspended over the sidewalk, an enormous stovepipe hat, a wooden Indian holding out a handful of cigars, three golden balls of the pawnbroker, a boot big enough to fit the foot of the fabulous Paul Bunyan, each of these, like the striped pole in front of the barber shop, not only tells you the nature of the business it advertises but also invites you to sample its wares.

Point-of-sale display is not only the cheapest but also the most compelling form of salesmanship. Every merchant knows this to be true. The windows of a department store or of a "five-and-ten" command higher rental than any location inside the building because they attract more people and arouse the desire to purchase.

What are you doing with your out-door display space? Have you hung some bright colored rugs on your front porch? Can the people who pass your house *see* that you are a weaver and that the things you make are just the things they need to brighten their homes? If you are as good a business manager as you are at your loom, you will *display your wares*. Attach a Maysville Guild label to every rug. Set your prices high enough to give a profit on every item. Your rugs will sell themselves.

Mrs. Jean Earley of New York has made a "killing" by hanging bright colored rugs of room size on a wire in her front yard. They sell as fast as she can weave them. Although Mrs. Earley has long been a regular user of Maysville Warp and Fillers, she tried some higher priced materials that were represented as being "color-fast." Well, the colors proved to be so very fast that they ran out when she put them through a couple of washings. "Never again"—says Mrs. Earley.

It just seems that the homemakers of the great State of Minnesota are "sold to the eyebrows" on the superior quality and the lovely colors of Maysville Warp and yarns. And Minnesota weavers are sold on the SHUTTLE. There is Mrs. Jacob H. Schrupp, for instance. Mrs. Schrupp has so many orders for Maysville Guild rugs that she has to steal time out for reading the SHUTTLE.

And there is Mrs. Carl A. Bergman and Mister Bergman. They work as a team, using Maysville Warp and rug filler in large quantities. But they, too, take time out for reading the SHUTTLE and Mrs. Cripps' book, *Adventures in Weaving*.

The same mail that brought the letter from the Bergmans also carried a similar communication from another Minnesota weaver, Mrs. Clarence Young who says that she reads every word that appears in the SHUTTLE. In ordering a copy of *Adventures in Weaving*, Mrs. Young describes herself as "A regular Maysville customer, with a Two Harness Loom of my own."

Believe it or not, that book of Mrs. Cripps has created a sensation among weavers. They tell us that it is the biggest value ever offered. If you have not already received your copy be sure to order it today and enclose 25 cents in coin.

Check and Double Check

Mrs. Sylvester Freed, of Michigan, has put us "on the spot." She writes: "I have found that it takes so much time to prepare carpet rags, tearing, dyeing and sewing, that, if one set an hourly wage, the finished rug would be really expensive. Can you give me a definite rule for determining what to charge for this work—some definite price to work by?"

That is a fair question and we have tried to answer it in earlier issues of the SHUTTLE. There is no "rule" that can apply equally in all parts of this vast country of ours. But the same principle holds good, no matter where you live. The Selling Price should be high enough to cover every minute of time and every ounce of material that goes into the finished rug.

If you have to prepare carpet rags you should charge a fair price for your time. This price will vary according to the prevailing wages in your locality—higher in large cities—lower in rural sections. Then add the cost of the dyes. It is not much—possibly a dime or even a quarter. If you use a dime's worth of dye you should charge at least fifteen or twenty cents for it. Remember—you should make a fair mark-up on everything that goes into the rug.

There will always be some customers who insist upon having their old clothes, bed spreads, and drapes converted into carpet rags. That is plain common sense and good economy. But in most cases you will be able to do as Mrs. Freed has done. Persuade your customer to let you switch from rags to Maysville rug filler. Then there will be no question about fast colors, knotty weaving, uneven edges, etc.

Another thing that Mrs. Freed always insists upon. Attach a Maysville Guild label with instructions for washing to every rug. Never allow your supply of labels to run out. January & Wood will send you as many as you need when you need them. And they will not cost you a penny.



With 1400 chickens and a loom, Mrs. Archie Phelps is just about the busiest woman in the great State of Washington. When she purchased her loom it was already threaded. But the warp was so poor and so full of knots that Mrs. Phelps spent more time tying broken ends than weaving. Then somebody told her about Maysville Warp. She ordered 24 spools and has never had to tie a broken thread from that day to this. You might not think that a poultry farm is a natural place to look for handsome floor coverings, but lots of people drive as much as 150 miles to buy fresh eggs and frying "springers" from Mrs. Phelps. Many of them also purchase her hand-woven rugs that are as bright and colorful as Easter Eggs.

Mrs. Cripps of Georgia has plenty of company among Guild Weavers in the Southern States. Mrs. R. T. Harris of Tennessee is another *Adventurer* in Weaving and she has discovered that a weaver's most reliable helper is Maysville Warp. Second only to Maysville Warp are Maysville Fillers, of cotton and rayon. The handsome rug on her loom is an example of her craftsmanship and good taste. You might expect such beautiful work from such a lovely woman.

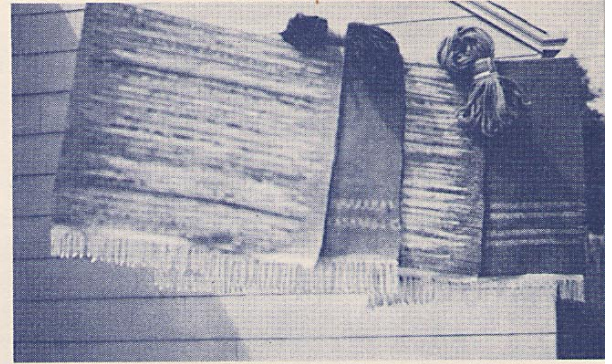


She **STOPS** the Traffic

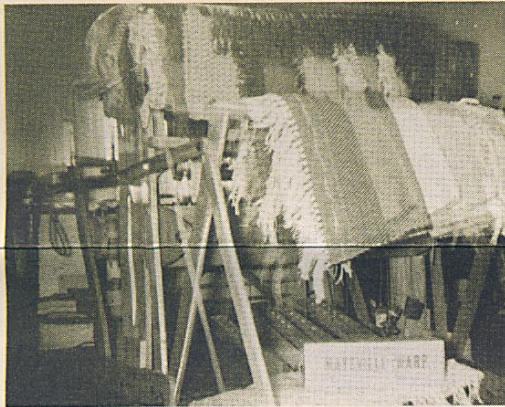
If you want to stop the traffic in front of your weaving shop, take a lesson from Mrs. Rose Michams, of New Jersey. Here you see how inviting the front of her house looks, with a display of hand-woven Maysville Guild Rugs in all the colors of the rainbow. Does she sell them? Not on your life. *They sell themselves! And bring handsome profits on the materials and labor that has gone into them.*

Mrs. Michams has a grand sense of humor as well as an eye for color. She gets a lot of fun as she tells about the days when, as a little girl, she helped her father thread his old-fashioned loom. "We stretched Maysville Warp from the door to the window, full length of the room. Dad on one side and I on the other side, we tossed carpet rags from one to the other like ping pong as the harness lifted up and down."

Threading the loom always takes a lot of time—and time is money. When you use a warp that comes with knots and ends, the time and labor cost more than the profit on the finished rugs. This is one of



the many reasons why Mrs. Michams always buys Maysville Warp—which is free from knots and is uniformly strong from end to end. In the "long run" it is the least expensive warp on the market.



"They sell like Hot Cakes on a cold morning!"

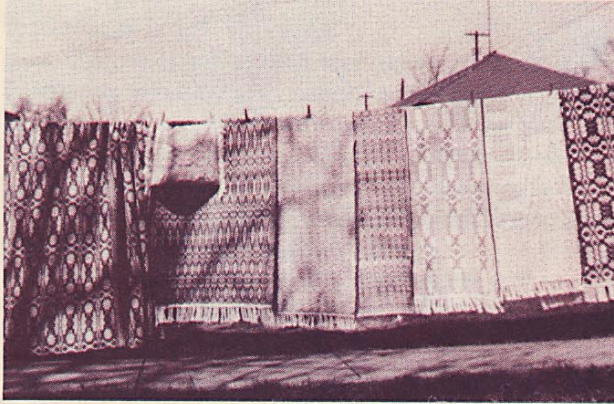
For many years Mr. Walter Haight, of Michigan, has been making a good living at his trade as a cabinet maker. People passing his shop usually stopped to admire and, perhaps, to buy some of the swings, chairs and tables that were displayed invitingly on his front lawn. Then something happened to change him over from carpentry to weaving. Mr. Haight was curious. He decided to try his skill as a weaver. Enjoyed the work even better than cabinet making. He writes as follows:

"I am going to sell out my furniture business and devote all my time to weaving. I have already about 25 rugs on hand and materials for 75 more. I am not allowed to put out a sign in front of my home because I live in a restricted zone. But I have decided to sell my place and move to a place on a main highway where I can stop the traffic with displays of my Maysville Guild Rugs. They sell like hot cakes on a cold morning."

FIFTY RUGS

The picture shows a few of the fifty Maysville Guild rugs that Mrs. Agnes Lenz, of Minnesota, is weaving for one customer. She did not tell us what the customer was going to do with so many rugs at one time but it is a safe bet that he has customers waiting for them. Mrs. Lenz has been weaving for seven years, using only Maysville Warp and rug filler. This is the biggest order she has ever received and the price she will get for it is not chicken feed. She has more orders than she can fill and every last one of them is to be woven of Maysville materials and to carry a Maysville label with directions for washing. Fading or running of colors? Not with Maysville's new fast color warp and rug yarns.





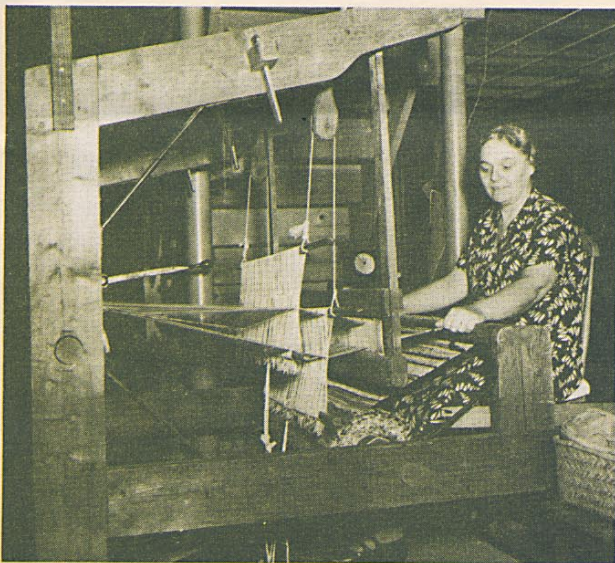
Shakespeare said "The apparel oft proclaims the man." Mrs. Roy Andrews of Wisconsin, had decided that the clothing also gives a pretty good idea of the woman who wears it. Consequently she and Mr. Andrews have not been satisfied to weave only floor coverings, such as those shown here. They also weave suits, coats, jackets, blouses, skirts and dresses. For some of these they use costly woolen yarns. The "snappiest" garment in Mr. Andrew's wardrobe is a woolen jacket that was woven on one of their own looms. But for most purposes the Andrews family relies upon Maysville Warp and color-fast Rayon fillers. Experts in judging woven fabrics come from all over the world to see the



famous Andrews collection. Among recent visitors was a collector from Switzerland and another from far Japan.

What do the Andrews do with their thrums? They use a great many of them for tying packages but they never forget that "God's birds must have nests." You may think that all weaving must be done on looms. The Orioles know a better way. They pick up the thrums that Mrs. Andrews leaves for them. Of these thrums they weave the wonderful pouch-like nests that hang from the topmost branches of the trees. Next spring at nesting time, leave some thrums for your birds. They will pay you with songs.

No Wear-out to Them!



In the "good old days" of our grandparents most hand looms were "built for the ages"—as, for example, this one at which Mrs. R. W. Hagstrom of Connecticut is working. It must weigh a ton, if we are to judge from the massive timbers used in its construction. It is held together with tapered wooden pins or wedges. Mrs. Hagstrom's mother inherited it from her mother and literally miles of floor covering have been woven on it.

What brand of warp does Mrs. Hagstrom use? Same brand as her mother used—Maysville, of course. Some of "mother's" rugs are still in excellent condition, firm, substantial, solidly beaten by the heavy beam of this ancient loom, they lie flat on the floor and hold their colors remarkably well after countless washings.

This is just another case of a hobby becoming a business. When Mrs. Hagstrom first began to weave she did it as a pastime. She found that it was lots of fun, too. When her friends saw how beautiful the rugs were and how economical, they begged for some just like hers and cheerfully paid well for them. Now this weaver has as many orders as she can fill—and more coming every week.

"Rag Rug Poetry?"

Use Color in Four Harness Warping

Versatile Rose Path in Color . . . By Mrs. Alice K. Cripps

In 2 Harness weaving we depend upon color in the warp to make our designs. In 4 Harness weaving we usually use warp of all one color and depend upon our treadling for our design. Last year in Gatlinburg, Tennessee, at the Craft Fair, I saw color combined with the pattern for making new and attractive looking pieces in the "Twill" threading. It was remarkable how different they were to just the "all the same color" patterns.

I came home and warped up a loom in the "ROSE PATH" pattern using the 4 different colors, (6 tubes each for 2 inch sectional warp beam) for a 12" dent reed. This is what most rug weavers have. It does very well for mats using Homecraft rug yarn or Lusterspun for filler. But a 12 dent reed is too coarse for making mats with carpet warp for filler. I warped up 14 inches wide, as it always pulls in a little and I wanted to make both bags and place mats from this warping.

Sometimes we do not have full 24 spools of one color but we do have 6 spools of four different colors, so this plan helps us to save warp here as well as being new and attractive in design. I used brown, gold, green and ecru for mine. You may use any combination you have on hand. Notice that each harness always carries just one color, making it easy to thread.

You will be amazed at the great number of variations you can develop. Just let your feet wander around over the treadles and you will find many lovely variations of your own. This is one of the most versatile patterns I know. When I submitted the woven articles to January & Wood, they thought that the articles were from several different patterns and even suggested that we spread them out over several issues of "The Shuttle."

Of course this could not be done because ALL the articles were made from THE SAME PATTERN. It certainly proves the versatility of this pattern. Using different fillers and different colors and different treadling, you can just make dozens of articles that are so very DIFFERENT that nine people out of ten won't realize you have made them all from the same pattern.

I have been wanting to share this idea with you ever since I saw it last year. This is the first time that January & Wood have been able to give me the opportunity. Try it out. I have tried to make the directions plain enough for even the beginner to have no trouble in using the idea with the reed, the warp and the filler they would have on hand. Once you are started, fire, flood and famine can't stop you!



RAG RUG POETRY

You never can tell what a poet may do. Poets seem to be irresponsible. Most anything can inspire them to sing. Here is a poem from Mrs. Floyd McIntire, of Illinois, and if you can make heads and tails out of it you are a better judge of fine art than the editor will ever be:

Home made rag rugs I'm a makin!
From some friends old clothes I've taken.
Washed and ripped and dyed and sewed,
The rags are now all brightly hued;
The rugs they make are nice and bright
Making the rooms a cheerful sight.
Giving service after lots of washin!
Maysville Warp is tops. No Joshin!

It is all very well for Mrs. McIntire to rip and dye and sew her carpet rags but she would save a lot of trouble by using Maysville Rug Filler instead of rags. It's already dyed with bright hues that hold their color after many washin's. "No joshin!"



Jesus said: "Inasmuch as you have done it for the least of these you have done it also for me." The ladies of a Connecticut Church remembered these words and applied them to the unselfish task of furnishing a home for a displaced Latvian widow and her three children. The contribution of Nellie E. McKnight consisted of hand-woven rugs to cover their floors. The ladies cut, sewed and dyed the rags under the general supervision of Miss McKnight, who did the weaving, using Maysville Fast Color Cotton Warp. These rugs undoubtedly are better than any floor coverings this displaced family had ever known in their native Latvia.

Although Mrs. Annie Janke says that there is a little demand for floor coverings in the part of Wisconsin in which she lives, she has woven and sold no less than 1,000 Maysville Guild rugs. 1,000 rugs is quite a lot of floor covering in any part of the country. The important thing to remember is that there will always be a market for rugs that are better than customers expect.



If you doubt this statement, consider the limited market in the mountains of West Virginia where many of the people still live in log cabins and cook their food in kettles suspended over log fires or in pans covered with hot ashes. In such a community Guild Member Nerlie Woods does a neat business with her hand loomed rugs all of which are woven on a sturdy backbone of Maysville Warp. Nerlie Woods says, "It is the best warp I ever used—none better anywhere or at any price."

4 Harness Rose Path Pattern Using Color in Warp

For 12 Dent Reed 1 Thread to Each Dent

Filler: Homecraft Rug Yarn or Lusterspun

Sets of 4; each a different color.

Treadle	Treadle for Border
1 - 2	4 - 3 Twice
2 - 3 Repeat	3 - 4 "
3 - 4 for	2 - 3 "
4 - 1 length	1 - 2 "
3 - 4 desired	2 - 3 "
2 - 3	3 - 4 "

For wider border
repeat
Narrow Border
4 - 3 Twice

On Mats 12" to 15"

use 7" center

On Mats 12" to 18"

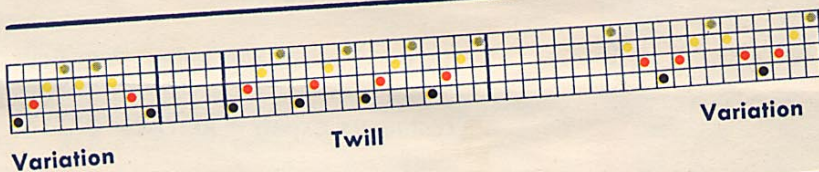
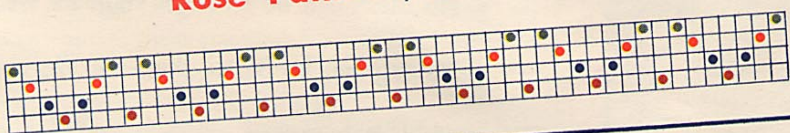
use 9" center

Warp your loom 14" wide.
This will give you full 12"
place mats and will allow
you to make bags from same
threading.

Summer Bags—Light colors

Winter Bags—Dark colors

Rose Path—My Choice—Versatile



Variation

Twill

Variation

All pieces shown in
illustrations are from
the pattern at left.

I am showing only two variations
of the twill pattern. However
the Rose Path Design will allow
you many more variations in borders.

Bags

I prefer Kentucky All-Purpose yarn for making bags
but Homecraft Rug Filler may be used with satisfactory
results. For extra heavy bags I recommend Lusterspun.
Bags should be woven 26" long.

2 inches Maysville Warp for hem
2 inches plain weave

Pull up loops for draw string handles

2 inches plain weave

4 inches wide border stripe

6 inches plain weave

4 inches wide border stripe

2 inches plain weave

Pull up loops for handles; 2 inches plain weave; 2
inches carpet warp. (Total 26 inches.)

Fold in center; sew up sides; hem top. Use draw
string handles.