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The Guild Ideal . . . That each rug shall be better than the customer expects



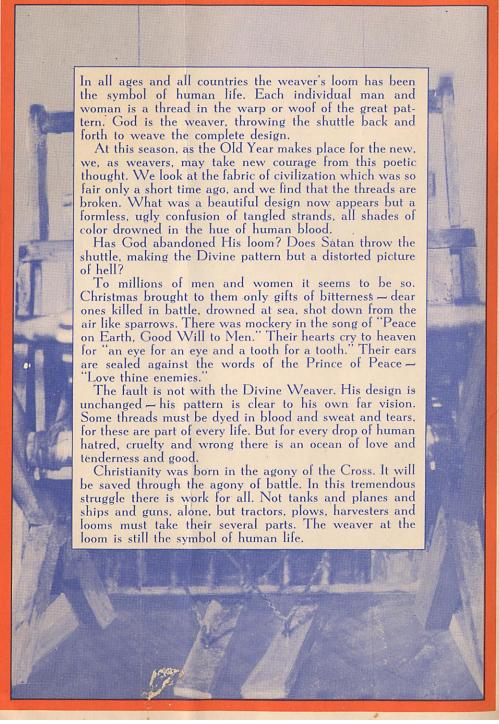


Ring out the old, ring in the new, Ring, happy bells, across the snow. The Year is going — let him go; Ring out the false, ring in the true!

Tennyson

HOLLIDAY NUMBER 1942-1943

Che LOOM of LIFE





The members of the Maysville Guild started the year 1942 by weaving in three months more than the 3,000,000 square yards of floor coverings imported from Japan during the preceding year. From letters

received by the Editor it is plain that 1943 will be the biggest year in the history of the Guild. The Editor

OUR FRONT COVER

The interesting picture on our front cover shows three generations of weavers at their looms, all threaded with Maysville Warp. At the right stands Mrs. Alice Goodwin Danner, in front of her "Union Delight" loom. Mrs. Danner is 89 years young and is still active in the rug business. Her daughter, Mrs. Myrtle Danner Mains is standing at the left, behind her four harness "Weavers Delight" loom, and her son, Burton Lee Mains, with his "Weavers Friend" loom occupies

From Miss Margaret Kayl, of Spencer, Nebraska, comes this helpful suggestion. Miss Kayl has so many customers that her problem is no longer one of selling but of weaving enough rugs and carpets to fill her orders. Of course this means that she must be able to furnish whatever designs and color combinations her customers call for.

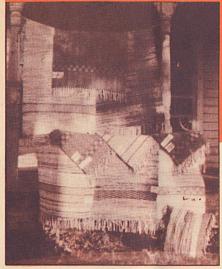
She therefore keeps a supply of all the colors in the extensive Maysville line of Warp. In the evenings she has the other members of her family help her wind the warp and thread the looms. She is then free to devote her entire time by day to weaving. As rapidly as one lot of rugs is ready to be removed from the loom she has another lot of warp ready to go on. It is mighty near to perpetual motion and it is timed like regulation war work.

the middle position.

This patriotic family has adopted the slogan of the Maysville Guild literally and they make every rug better than their customers expect. But, more than this, they are in business to "beat the Japs" and it will not be their fault if Japanese rugs ever get back into American homes. If you think the rug that hangs immediately behind Burton is a beauty, you ought to see the special "Patriotic Rug" that Mrs. Mains wove on her four harness loom! It is a wow! A blue letter V in the center with red, white and blue borders all the way around. Sorry it does not show in the picture.

Mrs. Mary L. Garland, of Bremerton, Washington, is holding a rug that she wove from a blanket that was used by a soldier in the Boer War in South Africa, forty years ago. The strips are firmly woven on a sturdy foundation of Maysville Warp and the rug should be good for at least another forty years.





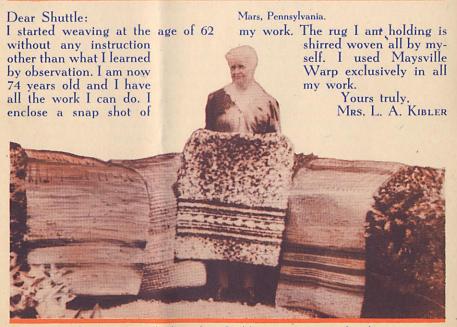
Vandalia, Illinois, September 16, 1942.
Dear Shuttle:
Last December I bought an old loom, mostly because it was old. But when I tried making some rugs for myself I readily saw that I needed some help. So I joined the Maysville

Below we print two letters recently received in the Editor's Mail Box. After reading them don't let anybody tell you that weaving is not a desirable business, spare time or full time. At the left is the picture that Mrs. Pryor enclosed with her note and below is one of Mrs. Kibler with examples of her weaving.

Guild and through its helpful services I have turned out some really beautiful rugs and pillow tops and I have been busy most of my time all summer with orders from my friends and neighbors. I find a ready sale for all my work and I now have orders far enough ahead to keep me busy far into the winter.

I am sending a snapshot of a few of my rugs and pillow tops and hope you can use it. And I want to thank the Maysville Guild for helping me to a profitable spare-time hobby.

Gratefully yours, Mrs. Alice Pryor



Cooperate with the other Guild weavers in your locality.



When she was a little girl in faraway Finland, Mrs. Helmi Newman learned to weave on an old, handmade loom of heavy oaken timbers. She describes it as "one of the kind that you peddle with your feet." She still uses a loom almost as old fashioned as the one she learned on but what it lacks in modern convenience she makes up in skill, with the capable assistance of her youngest daughter, Ethel. From the larger photograph above it is difficult to tell mother from daughter. But it is easy to recognize the high quality of their weaving.

Now look at the smaller picture. There you see Mrs. Florence Newman, the daughter-in-law of Mrs. Helmi. And that is her son Carl, who is learning the business at an early age. She has a Newcomb Loom, entirely automatic and as modern as tomorrow. But, like her mother-in-law, she threads it with Maysville Warp, and nothing but. She says that other companies send her samples of warp but none are satisfactory. Although she began

weaving only a year ago she has already made and sold about 150 rugs and is well established in the business.

Here is a trick she suggests for cutting silk and rayon stockings. Instead of cutting each individual stocking, round and round, cork-screw fashion, she stretches eight or ten stockings over a strip of plywood, 4 inches wide and about 4½ feet long. Then she cuts off the thick tops, toes and heels. There is a slot running lengthwise in the middle of this strip through which she cuts all the thicknesses of stockings at one time. This divides them into uniformly wide strips, full length of the hose, all ready to be sewed together, end to end.

Pretty clever, if you ask our opinion.

GET IN THE SCRAPS . TO LICK THE JAPS

Every scrap of old clothing, blankets, stockings and miscellaneous cotton, woolen and silk cloth now has a definite duty to perform in the war effort of the Nation. Every weaver has a similar duty to impress this fact upon the consciousness of the home makers of her neighborhood.

The Government is sponsoring "drives" for the collection of scrap iron, steel, copper, brass and aluminum; for rubber, tin cans, and fats. These are vitally necessary to the

continued operations of our defense industries.

It is the special obligation of us as weavers to make equally effective drives for scrap materials with which to keep our looms in production of vitally needed floor coverings.

Wash, cut and sew all carpet rags carefully. Weave every yard better than your customers expect. Order your Maysville Warp from your usual supply sources. Prices have been frozen at pre-war levels.



Dear Shuttle: S. Zanesville, Ohio.

I am enclosing a snap shot of my three hobbies, rugs, flowers and dogs. I am 63 years old and purchased my loom only two years ago. Before that time I had never seen a loom so I had to start from scratch. All I had was the instruction book which came with the loom.

I am proud of the work I do, as all I weave for seem so pleased although I have done no 4-harness weaving yet. The rugs in the picture are all for one customer and they really are pretty, as the rags were so clean and so nicely sewed. I have used 50 pounds of Maysville Warp this year.

Yours truly, Mrs. M. C. Caldwell

THIS IS OUR WAR

By Robert N. Adair, President Maysville Guild of Home Weavers

For twenty years the Japanese have been making economic war on American Home Weavers. Year after year they have shipped into the United States millions of yards of hit-and-miss floor coverings which were resold to American households at prices far below the barest cost of living on the American standard.

These floor coverings were distributed by mail order houses, department stores, drug stores and chains in every city, town and village. Home weavers could not compete with them. As a result, the average yearly earnings of our Guild members declined to the lowest level in

our entire history.

Our own Government's foreign trade policy was largely responsible for this disgraceful condition but, in justice, it should be remembered that this policy was based upon an honest and sincere desire to cultivate friendly relations with the Japanese people and their government. Until about one hundred years ago, Japan had been a mysterious island, shut off from all intercourse with other nations and asking only.

to be left alone. Then the American Commodore Perry, with a fleet of naval vessels, demanded that the Japanese Government open it's ports to our merchant vessels and enter into commercial relations with American traders.

The Japanese agreed to this only because they were compelled to do so - not because they desired to. They had little natural wealth, and most of it was agricultural. They had almost no industries other than home industries. Their mines were undeveloped. Consequently they had almost no money and little upon which to base foreign credit. It was therefore necessary for our Government to accept such merchandise as the Japs could manufacture in exchange for the products shipped to Japan by American traders. Because floor coverings were important Japanese products they have constituted a large volume of our importations from Japan for more than half a century.

The volume of such importations increased to colossal proportions while the business of our own weavers fell to almost the vanishing point. When this condition had become a national disgrace the officers of the Maysville Guild joined other leaders in the cotton industries in efforts to secure relief from the Fed-

eral Government. Their efforts were successful. Over the protests of Tokio, imports of Japanese floor coverings were sharply reduced until they reached a new low of 3,000,000 square yards in 1941. Last year they

were entirely eliminated and the members of the Maysville Guild produced more than enough to make up the shortage in less than three months.

The closing of American markets to Japanese floor coverings was one of the "major grievances" leading up to the attack on Pearl Harbor.

Secretary of State, Cordell Hull, undoubtedly foresaw the purpose of the Japs long before their treacherous stab in the back on December 7, 1942. But the larger interests of our country and our allies in the war with the Axis powers demanded that actual hostilities with the Nipponese be delayed as long as possible. We therefore continued to ship to Japan vast quantities of materials of which scrap iron was per-haps the most important. The Japs promptly converted this scrap into ships, planes, tanks, guns and ammunition with which they are now fighting us on every front.

Obviously the war with Japan is not due altogether to our refusal to permit further importation of Japanese floor coverings. But, equally obviously, this has been one of the most serious factors at issue. This war is therefore in a special sense, your war and the war of all American weavers. Let us never forget this. The Japs never forget, or forgive.



Don't forget.

COTTON GOES TO WAR

Cotton has always played an important part in the history of America. In early Colonial days Virginia, Maryland and the Carolinas were the principal source of supply of the raw materials for the spinning mills of the Mother Country. After the Revolutionary War the entire social and economic life of the Southern States was based upon cotton. The textile industry of New England had its roots in the cotton plantations of the South. In the war between the States, England, although herself free from slavery, sided with the Confederacy because the spinning mills of Manchester and Leeds were more concerned with securing cotton at a low price than with the liberation of the slaves.

Although cotton of excellent quality is now produced in many parts of the world, that grown in the United States is still preferred in most markets both because of its longer fibers and finer quality and because the American cotton crop can be relied upon as the most stable. What is commonly referred to as our "surplus cotton" is, in reality, the great reservoir from which the world can draw in years of crop failure in other lands.

From this reservoir our Government is now drawing enormous draughts. Millions of yards of cotton are daily being woven into textiles for clothing our armed forces and industrial workers; other millions of yards dot the landscape of the world in the form of tents for

fighting men, tarpaulins and canvas covers for trucks, tanks and artillery. Billions of cotton fibers are spun into twines and ropes for the rigging of our ships. Tons upon tons of cotton are chemically converted into deadly explosives to be discharged from American guns at the enemies of human freedom.

Fortunate indeed is this Country in having so vast a reserve of precious cotton. If you could see some of the hundreds of streams of this soft, fleecy whiteness flowing over machines in which it is prepared for use in our army hospitals and the hospitals of the International Red Cross you would appreciate as you have never done the importance of this lowly plant in saving human life. Not thousands but millions of pounds of absorbent cotton are speeding from our shores to minister to the wounded, friend and foe alike, wherever battles rage on land or sea or in the air.

And fortunate indeed are we, as weavers, in being able still to draw upon this great reservoir for the cotton warp with which to thread our looms. Car load after car load of cotton comes to your mill at Maysville where willing men and women spin it into the strong, uniform, knotless strands that you know as Maysville Warp. These men and women realize that the members of the Guild rely upon them for the materials necessary to keep their looms at work. They, too. take pride in the consciousness that they are contributing to the winning of the war.