

1907

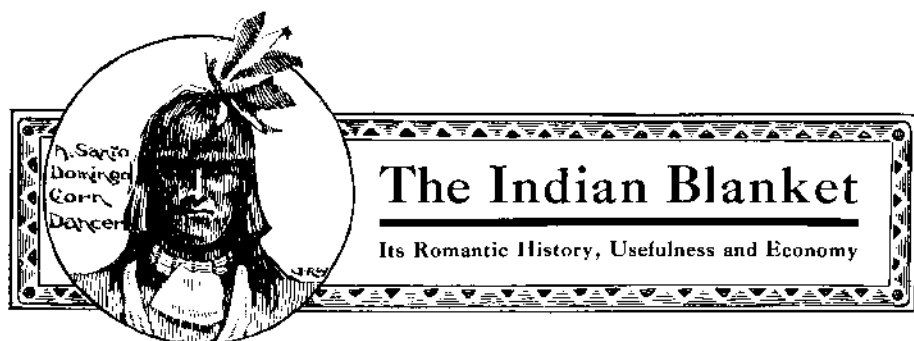


APRIL, 1907

# THE INDIAN BLANKET

Being "Vol. 1" "No. 1" of

Lester's  
Handicraft  
Talk



## A Personal Introduction

This booklet is a simple story of a simple people and their wonderful handicraft.

The genuine Indian blanket represents the oldest form of American handicraft. It was being woven for practical purposes long before our forefathers had even thought of the Declaration of Independence. The Indian weavers today practice the same art, with the same crude implements, that their forefathers did many generations ago. Each generation has handed down from parent to child the best that it knew of the art. It is little wonder, then, that the Indian blanket of today is a marvel of workmanship, of harmony of color, of beauty, and of durability.

I make no extravagant claims concerning this modest booklet, but I do believe that it is the first successful attempt to emphasize the possibilities of the Indian blanket as an article of interior furnishing for the home. I believe that we possess the only facilities in the United States for supplying the customer with an Indian blanket woven to order for his exclusive use, in any size, color, or design. This fact removes the only objection that has been raised to the more general use of the genuine Indian blanket for the furnishing of the home, since our plan insures harmony in the color schemes followed in each individual case. I believe that if the beauty and the durability and the economy of the genuine Indian blanket were properly recognized, it would be found in every home in the land.

One word about the genuineness of our Indian blankets. We could not afford to send out an imitation Indian blanket for the genuine, even if we wished, for simply as a business proposition it would not pay. As a matter of fact, the all native wool Indian blanket has never been successfully imitated, and probably never will. For the assurance of our customers, however, every Indian blanket we send out bears under our seal our positive warranty of genuineness.

I personally supervise our Indian weavers in the execution of special orders, and I personally inspect every Indian blanket that leaves our hands when sold to the customer. I feel that this personal supervision, coupled with the experience of a life-time and the rare facilities offered by our Indian weavers, are worthy of the consideration of our rapidly extending trade.

TRADE MARK



*Francis E. Lester*  
President



A Pueblo Chief

## Genuine Indian Blankets

A genuine Indian blanket is remarkable both for the intense interest that attaches to its simple maker and for the wonderful skill required in its production.

The history of Indian blanketry started generations ago. The first Indian weavers among the American Indians were the Hopis, or, as they are now frequently called, Mokis, who were found by the invading Spanish in the year 1540 weaving garments from home-grown and hand-spun cotton. The Spaniards first taught the American Indian the use of wool, and it was through them that the sheep was first introduced.

From earliest history the Indian weavers, no matter to what tribe they belonged, have used the simplest of implements and crudest of methods; nor have the tendencies of modern times changed these conditions. The Navajo Indian today spins her wool, for example, with the same primitive simple stick which her predecessors used three

centuries ago, and her loom is tied up between the branches of a pine tree and constructed of rough hand-hewn poles.

Every Indian blanket is a story. Traditions centuries old, the full meaning of which is known only to the Indian weaver, are represented in many Indian designs, and it is seldom if ever that the white man is privileged to know these traditions, notwithstanding the representations of unscrupulous dealers. Various figures in the designs found in Indian blankets have their significance. The ordinary cross with four straight arms, for example, represents the four cardinal points of the compass, and was found as a detail of ornamentation among the Pueblo Indians of New Mexico when the Spaniards first invaded that country. The Swastika cross shown in several places in this booklet, is the symbol of good fortune. The diagonal figures found in blankets Nos. 3, 20 and 25 represent the lightning. Similarly, there are figures representing the elements, the mountain and mesa, and certain animals. Colors, too, have their significance in Indian blanketry; white representing purity; black, authority; blue, truth or sincerity; and red, delight and joy.

The durability of an Indian blanket is phenomenal, and is one of its chief characteristics. A well woven Indian blanket will literally last for a generation or more. It can readily be cleaned if it becomes dirty; will withstand frequent washings; can almost be said to improve with age as the colors soften; can be used either side, the design on both sides being alike; and it will withstand an endless amount of rough usage and wear.

The popular conception that an Indian blanket should contain all the colors of the rainbow is incorrect. The three primitive colors of Indian blanketry are red, black, and white, and many of the best weavers will use no others. The inharmonious combinations of purple, pink, green and orange, are found only in the poorest grades of Indian blankets and are the result of the white man's influence. The Indian weaver has simple tastes, drawing his inspiration from natural surroundings, and left to himself will, nine times out of ten, produce a beautiful harmony of color and design. The true Indian red used in the best blankets is of a deep, rich, harmonious shade, and not of that "loud" and barbaric hue that is often heralded as typically Indian.

Indian blankets are suitable for many purposes. They make the best floor rugs imaginable, for which purpose they possess the unique advantages of being reversible (both sides of a genuine Indian blanket always being alike), of having sufficient body to lie flat at all times and the qualities of extreme durability. A hand woven Indian rug is an ideal article as a bathroom rug, especially if woven in a deep Indian blue and white. As hall runners they are most satisfactory, by reason of their simple, effective patterns and remarkable wear resisting qualities. They make excellent portieres, for which purpose the Chimayo blankets, the Pueblo Indian blankets—if specially woven in light weight—and the Mexican zarapes illustrated in this booklet are especially well adapted as well as for the additional use of couch covers and throws.

Indian blankets are not cheap goods in the ordinary acceptance of the word "cheap." They require much valuable material, infinite patience, and a great deal of skilled labor in the making. Measured by this standard and by the further consideration that a well woven Indian blanket will outwear any other kind of floor covering many times, they are indeed the most economical articles for floor coverings and for general home furnishing that can be procured.

A Coming Weaver of  
Our Blankets

## Pueblo Indian Blankets



A Pueblo Centenarian

The Pueblos were the original Indian weavers, teaching the art to the Navajo generations ago. The Pueblo blankets that we offer and illustrate in this booklet are the handiwork of a small branch of the Tewa stock of the Pueblo Indians, who have handed down the art from one generation to another for more than a century. Nine years ago their product was but little known, when our Mr. Lester became interested in their handiwork and took steps to encourage them to both improve the quality of their rugs, where possible, and to increase their output. By co-operation and encouragement the art has been preserved and brought up to the point it previously attained. In beauty and durability the Pueblo Indian rugs offered by us are now the equal of any Indian blanket made.

### Entirely Hand Made

Like the Navajo blanket, the Pueblo rug is woven entirely by hand, from start to finish. The wool is clipped by hand from the sheep in the neighboring mountains and brought into the pueblo, where it is washed with the root of the soap-weed and carefully cleaned entirely by hand. It is next spun by hand on old, primitive spinning wheels, some of which have been used for generations, after which it goes to be dyed. This process is also carried out in a most primitive fashion, the hand-spun yarn being placed in large tanks built over a rough oven constructed of adobe, and here, by a slow and careful process, it is given those lasting and harmonious shades of coloring that characterize the best Indian dyes. After being dried, the wool is ready to be re-spun by hand on to small spools, ready for the loom.

The Pueblo's loom differs from the Navajo's in being arranged for horizontal weaving instead of upright. It is a huge, upright affair, built in his humble adobe home from heavy, roughly hewn timbers set and ceiling. The crawls into this do his work, and large looms, weaving of wide weavers will often on the same rug, warp for the onto the loom in way as in the The hand-spun separately by made from reeds banks of irrigat-inserted in heavy are passed to and alternate sets of woollen threads in the loom, which are constantly changed by means of an ingenious foot lever which the weaver operates as he works. Thus equipped, patiently and thoroughly, toiling sometimes until far into the night with no other light than that from a tallow candle suspended from a string, the Indian labors at his task. Every strand of yarn is beaten down into the body of the blanket by repeated blows. All through the work of weaving a blanket, the one consideration with the worker is that of thoroughness, of conscientious work, and the completion of an article that will stand the test of time. The Pueblo never hurries in his work, and makes quality, not quantity or output, his chief consideration.



The Raw Material—Indian Sheep in the Pine Forest

between the floor weaver literally primitive loom to in the case of the erected for the blankets, two be found at work The long woollen blanket is strung much the same Navajo loom. yarn is arranged colors on spools, cut from the ing ditches and shuffles. These fro between the



A Pueblo Dyeing his Wool

Every Indian blanket sold by us bears under seal our positive warranty of genuineness

## Original Designs Preserved

All of the designs used in the Pueblo Indian rugs are based on original Indian patterns and have their special significance in each case. The fact that our largest sales of these rugs



Shuttles and Spool Used in Weaving

are for those which we have the Indians weave to order for our customers does not interfere with the preservation of these original patterns which we seek always to retain in specially woven blankets. No white man's conception of design looks quite so well in a genuine Indian

blanket as do many of the details of original Indian figures that have been used, some of them for centuries.

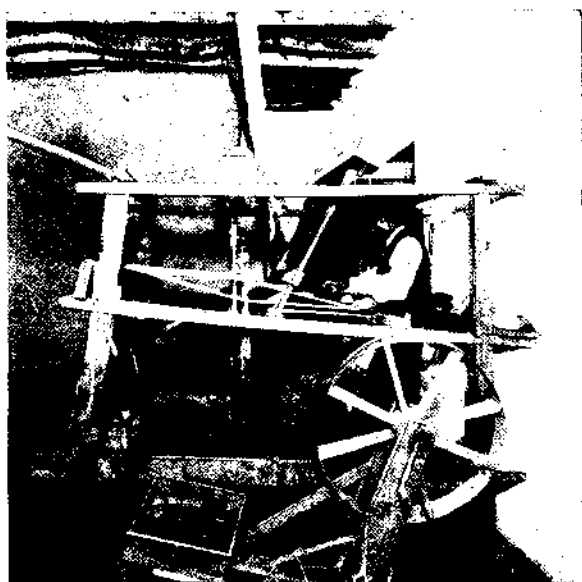
## Rugs that Last a Generation

The most striking characteristic of the Pueblo blankets is their durability. This is due solely to the fact that nothing but pure wool enters into their fabric and to the thoroughness of workmanship. The quality of weave in a Pueblo Indian blanket is much more uniform than in the general run of Navajo blankets, and is much superior to the poorer weaves of Navajos. We can point to many of our Pueblo rugs that were first put into use twelve to fifteen years ago, since which time they have been subjected to constant daily wear as floor rugs, and which today show no sign of serious deterioration. The colors, of course, soften with age, but the hand-woven fabric will remain intact for a generation or more.

## Indian Rugs Woven to Order

Some years ago we originated the feature of having these Indian blankets woven to order for our customers in any size, any design or any colors. This feature of our business

has increased with great rapidity, and we now keep a number of the best Indian weavers occupied for their entire time completing these special orders. The advantages we thus offer are, we believe, quite unique and appeal strongly to all lovers of a beautiful home. They fill the gap that has long existed between the person furnishing a home and desiring the unique advantages that only genuine Indian rugs can offer, and the inability that otherwise often exists to secure exactly the size, design and colors that are required to fit in harmoniously with the scheme in hand. By our plan, we submit to our customer, after learning what is wanted, a sketch showing the exact design and color scheme that we suggest be carried out, accompanied by actual samples of the Indian's hand-spun woolen yarn in the colors selected. Such changes in this plan as the customer may desire are made, and it is then put in the hands of the Indian weavers and completed in exact accordance with the approved design. The entire process of weaving the rug goes on under our immediate supervision, so that we have every opportunity of seeing that the customers' wishes are carried out.



A Pueblo Indian Weaver at Work on one of our No. 25 Rugs

**All prices in this catalogue include prepaid delivery charges to the customer**



A Navajo Weaver and Child

We will gladly send to any customer samples of the native Indian hand-spun yarn used by the Pueblo Indian weavers in making their blankets and showing the actual colors woven in the rugs.

## Navajo Indian Blankets

The Navajo Indian blanket is the handiwork of the Navajo Indian weavers, who live on the Navajo Indian reservation, extending from the northwestern corner of New Mexico into Arizona. Unlike the Pueblo Indian blankets, the Navajo blankets are woven by the squaws or women of the tribe. The weaving is done on a primitive vertical loom set up, usually, under a pine tree, and the process of weaving is a laborious and tedious one, sometimes occupying many months, or even a year or more, in the completion of one blanket. The materials used by the Navajo weaver are native hand-spun wool for both woof and warp of the blanket, the thread of yarn being beaten down by continuous blows with the beating stick. No two Navajo blankets are ever woven alike, and seldom is one found to be perfectly symmetrical in the smallest detail of pattern. A Navajo squaw has an unconquerable superstition against making a perfect pattern, which to her mind would imply the completion of her work and the consequent ending of her life. At the same time, these imperfections of pattern are so slight as to be seldom evident to an ordinary person.

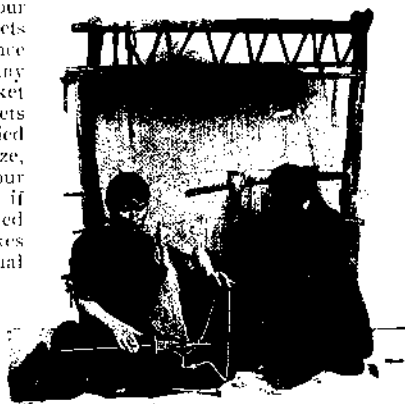
## Personally Selected

In view of the great care required in the selection of Navajo blankets to avoid poor weaves and inharmonious color combinations, all blankets bought and sold by us are inspected by our Mr. Lester personally, who visits the Navajo reservation frequently, and who secures in this way the product of the best Navajo weavers only. These personal selections are the pick of practically the entire output of high-grade Navajo blankets, and are listed in the form of special circulars issued by us from time to time, giving a detailed description of each blanket. Our large stocks make it possible for us to supply at any time practically anything desired in the way of a fine Navajo blanket.

## Navajo Blankets Sold from Photographs

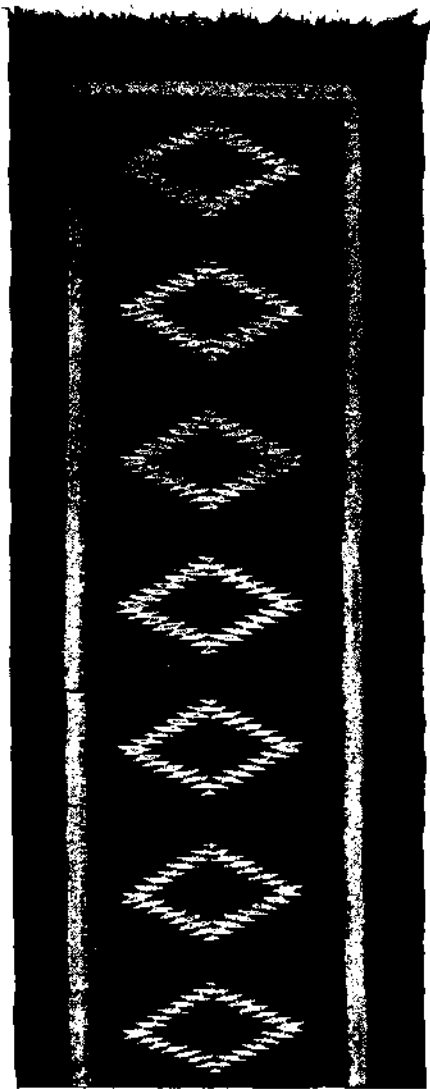
We have originated the method of submitting to our customers actual photographs showing the Navajo blankets we offer. On receipt of a satisfactory banking reference or of the sum of \$1.00 as a deposit, we will send to any person interested in the purchase of a fine Navajo blanket an assortment of different photographs of choice blankets that we have in stock. Each photograph is accompanied by a detailed description of the blanket, giving the size, design, color scheme, and price. The photographs are our property, to be returned within a reasonable time, and if the sum of \$1.00 has been paid it will be either refunded or will apply on any purchase from us. This plan makes it possible for our customers to see in advance the actual design and detail of the blanket offered. A copy of our special circular, "Navajo Blankets Sold from Original Photographs," will be sent free to any address.

Every order for a Navajo blanket is given personal attention. The two illustrations of Navajo blankets in this booklet are representative of the designs and grade of these blankets that we keep in stock.



Navajo Women Spinning and Weaving

**Every Indian blanket sold by us bears under seal our positive warranty of genuineness**

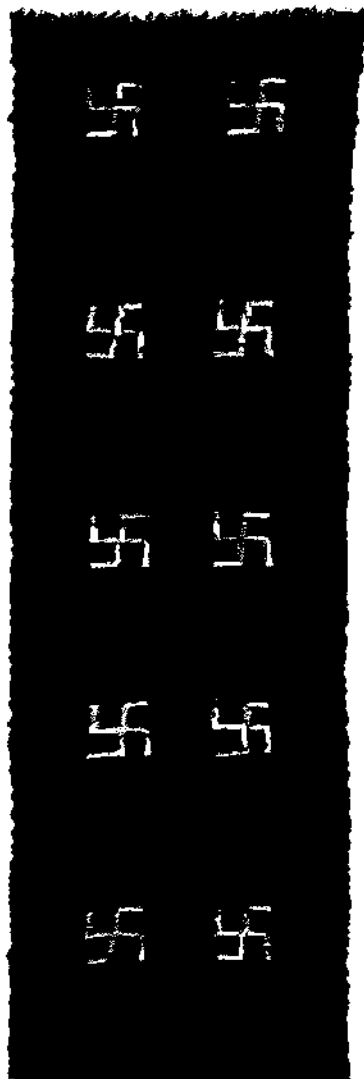


**Hall Runner.**

Pattern No. 40

**Indian Lightning Diamond Design**

PLATE 1



**Hall Runner**

Pattern No. 50

**Swastika Cross and Mesa Design**

Hand-woven, from native hand-spun wool throughout, in fast colors. Supplied from stock in colors as illustrated; also with ground color in rich Indian red, with design in black and white. Other colors woven to order at the same price.

**PRICES**

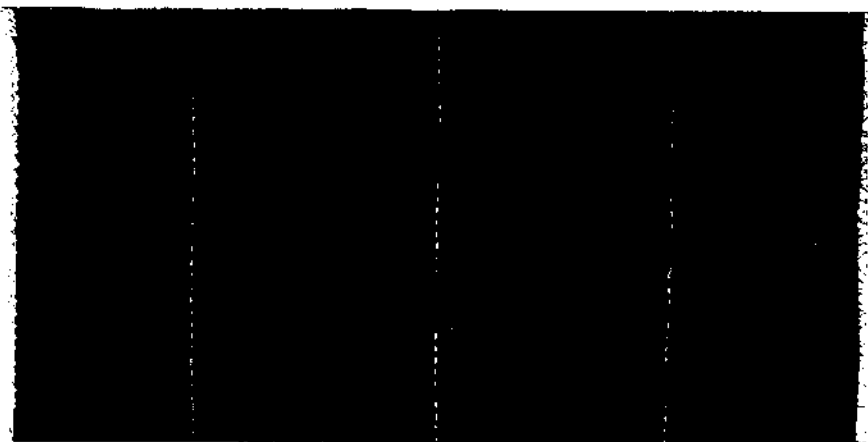
For either pattern, No. 40 or No. 50

Size, 24 inches wide, per running foot.....	\$2.00
Size, 30 inches wide, per running foot.....	2.50
Size, 36 inches wide, per running foot.....	3.00

Prices for other sizes quoted on application

All prices in this catalogue include prepaid delivery charges to the customer

PLATE II



### Pueblo Indian Rug

Pattern No. 3

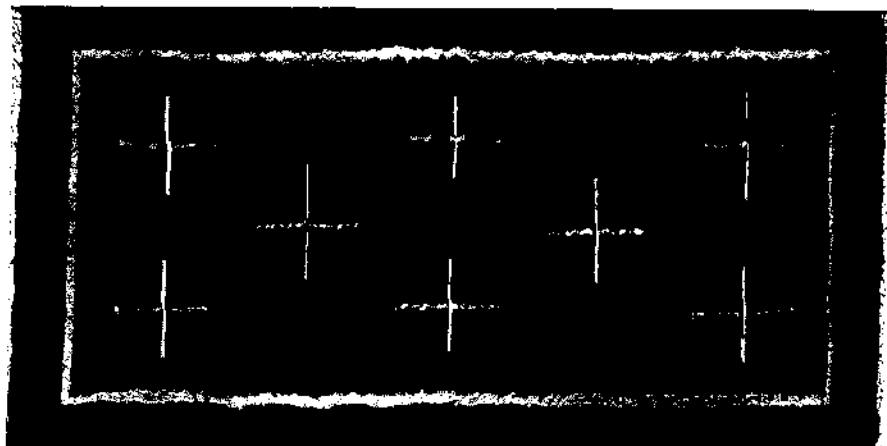
Diamond and Indian Lightning Design.

Hand-woven from native hand-spun wool throughout, in fast colors. Supplied from stock in colors as illustrated. Other colors woven to order at the same price.

PRICES

Size, 30 x 40 inches, each.....	\$ 5.00
Size, 30 x 60 inches, each.....	8.00
Size, 56 x 94 inches, floor rug; double row of diamond design, each.....	18.00

Prices for other sizes quoted on application



### Pueblo Indian Rug

Pattern No. 6

A simple, effective design. An excellent bathroom rug if woven in blue and white.

Hand-woven from native hand-spun wool throughout, in fast colors. Supplied from stock in colors as illustrated; also with ground color in rich Indian red. Other colors woven to order at the same price.

PRICES

Size, 30 x 60 inches, each.....	\$ 8.50
Size, 40 x 90 inches, for portiere or floor rug, each.....	15.00
One pair, matched.....	27.50
Size, 72 x 96, floor rug, each.....	30.00
Size, 96 x 120, floor rug, each.....	47.50

Prices for other sizes quoted on application

Every Indian blanket sold by us bears under seal our positive warranty of genuineness



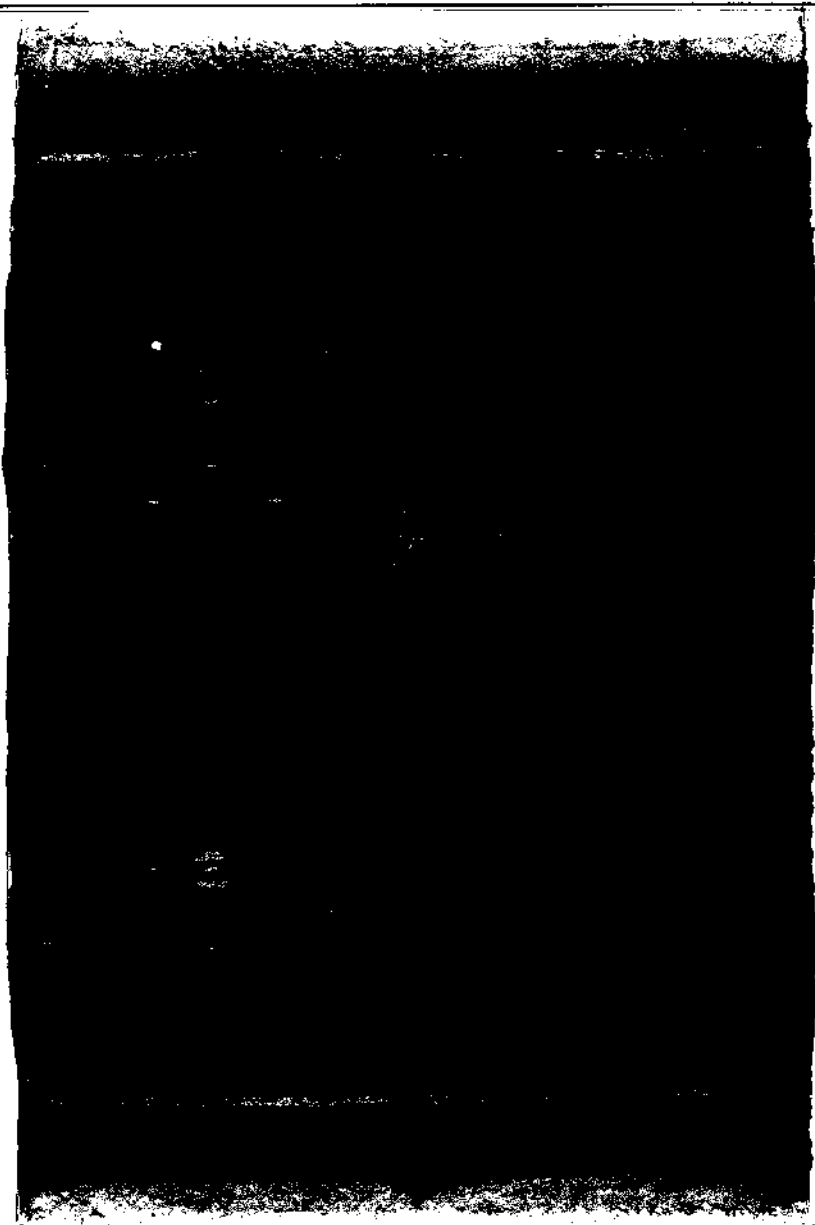


PLATE III.—Pattern No. 20

### Pueblo Indian Rug

Hand-woven from native hand-spun wool throughout, in fast colors. Supplied from stock in colors as illustrated; also with ground color in white, otherwise the same. Other colors woven to order at the same price.

PRICES

Size, 56 x 74 inches, each.....	\$16.00
Size, 56 x 94 inches, each.....	20.00

Prices for other sizes quoted on application

**All prices in this catalogue include prepaid delivery charges to the customer**



PLATE IV.—Pattern No. 40

### Pueblo Indian Rug

Hand-woven from native hand-spun wool throughout, in fast colors. Supplied from stock in colors as illustrated; also with ground color in rich Indian red, with design in black and white. Other colors woven to order at the same price.

PRICES	
Size, 56 x 74 inches, floor rug, each.....	\$17.50
Size, 72 x 96 inches, floor rug, each.....	35.00
Size, 96 x 120 inches, floor rug, each.....	50.00

Prices for other sizes quoted on application.

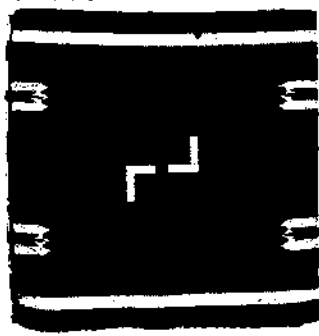
For hall runner in this design see Plate No. I, page 7

Every Indian blanket sold by us bears under seal our positive warranty of genuineness



**Navajo Yarn Cushion Cover**

Hand-woven from domestic yarn. No two alike. Colors and designs about as illustrated. Even and fine weave. Size about 21 inches square. Each.....\$2.50



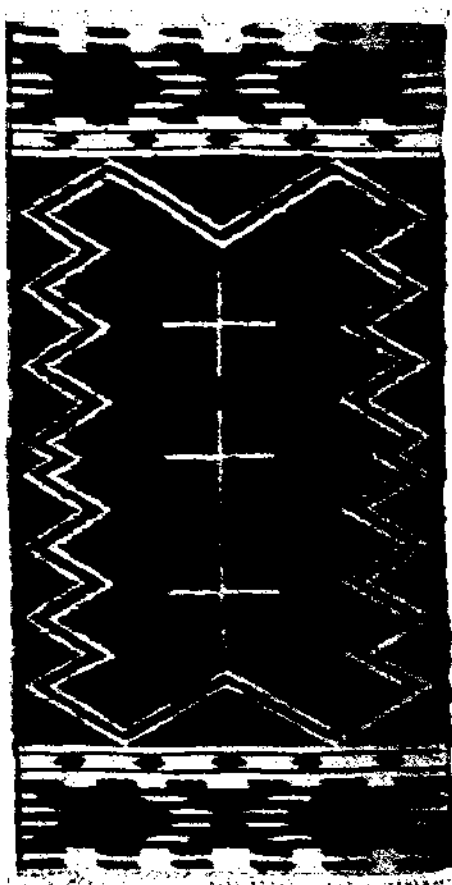
**Swastika Cushion Cover**

Hand-woven by Pueblo Indians from domestic yarn very evenly and closely. Swastika cross design on solid ground. Colors as illustrated. Size, 22 x 22 inches, each.....\$2.00



**Navajo Cushion Cover**

Hand-woven from native hand-spun wool. No two alike. Colors and designs about as illustrated. Size about 22 x 22 inches, each.....\$2.00



**Pueblo Indian Rug**

Pattern No. 25

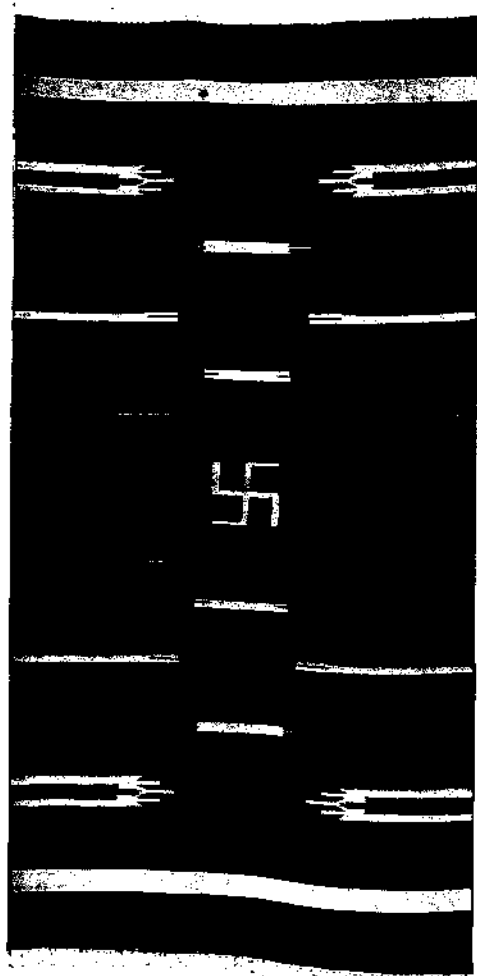
Indian Lightning and Pueblo Cross design of ceremonial origin.

Hand-woven from native hand-spun wool throughout, in fast colors. Supplied from stock in colors as illustrated; also with ground color in rich Indian blue, (see Plate II, pattern No. 6); dark olive green (see Plate No. IV), or gray (see Plate No. I, pattern No. 40). Other colors woven to order at the same price.

## PRICES

Size, 30 x 60 inches, each.....\$10.00  
Size, 56 x 74 inches, floor rug; double row of crosses in center; each.....20.00  
Size, 72 x 96 inches, floor rug; double row of crosses in center; each.....40.00  
Prices for other sizes quoted on application

All prices in this catalogue include prepaid delivery charges to the customer

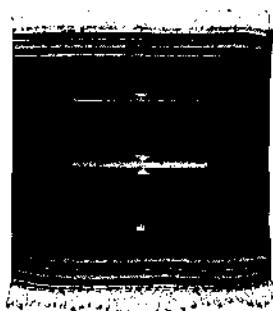


## Chimayo Indian Blanket

Hand-woven from domestic yarn; light weight. Assorted patterns about as illustrated; no two exactly alike, except the matched portieres. Ground color usually deep Indian red, as illustrated; occasionally some orange and other colors in the pattern.

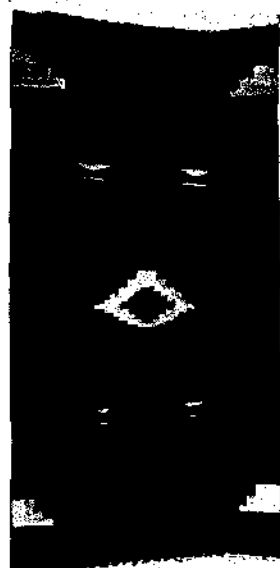
### PRICES

Size, 36 x 60 inches, couch cover, each.....	\$ 8.00
Size, 36 x 72 inches, couch cover, each.....	12.00
Size, 54 x 80 inches, portiere, each.....	18.00
Size, 26 x 90 inches, portiere, each.....	10.00
Matched pair for.....	19.00
Size, 30 x 90 inches, each.....	12.50
Matched pair for.....	22.50



## Chimayo Cushion Cover

Handwoven from domestic yarn. No two alike. Colors and designs about as illustrated. Size 20x20 inches, each, .....\$1.25



## Chimayo Indian Scarf

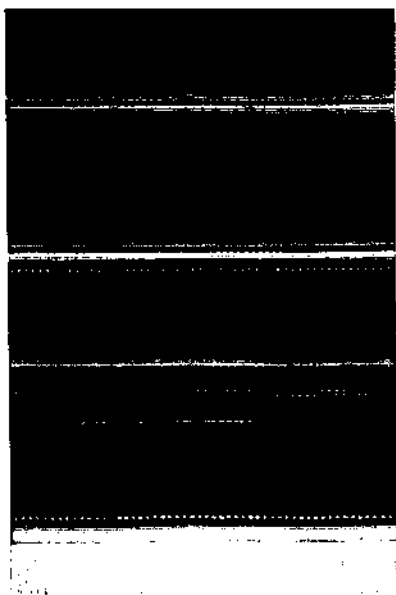
Hand-woven from domestic yarn. No two alike. Colors and designs about as illustrated.

### PRICES

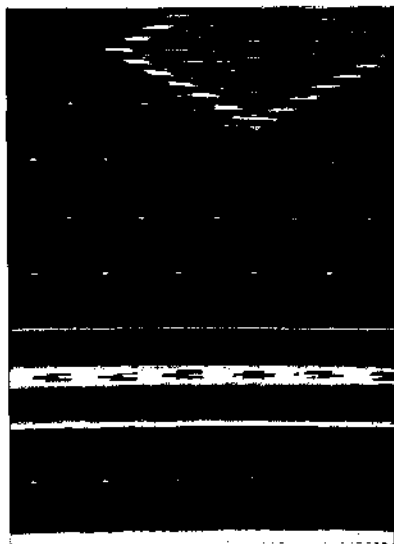
Size, 15 x 30 inches, each.....	\$1.50
Size, 15 x 60 inches, each.....	3.00
Size, 20 x 40 inches, each.....	3.00

The blankets woven by the Chimayo Indians, as illustrated on this page, are of light weight, and very suitable for use as couch covers, portieres, and throws.

Every Indian blanket sold by us bears under seal our positive warranty of genuineness



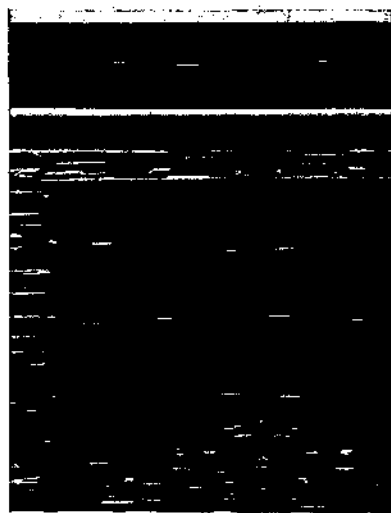
Mexican Zarape No. C



Mexican Zarape No. F



Mexican Zarape No. G



Mexican Zarape No. H

PLATE VII.

## Mexican Hand-Woven Zarapes

Mexican zarapes are light weight blankets, woven entirely by hand from a fine quality of wooden yarn by the natives of Old Mexico. They are of lighter weight than the ordinary Indian blanket, and are very suitable for couch covers, portieres, and throws. They are used by the native Mexicans as blankets or wraps. Characteristic of the Mexican taste, they are woven in bright colors, but the color combinations and the details of pattern are marvels of harmony and skillful weaving and are different from any other form of native blanket. The usual ground colors in Mexican zarapes are represented by the illustrations, but include rich red, dark green, dark blue and drab. No two zarapes are made exactly alike in the smallest detail, but can be provided sufficiently alike for use as portieres.

The illustrations on this page show but a quarter section of each zarape.

No. A.	Size 18 x 30 inches; like illustration of No. F; each.....	\$ 2.00
No. B.	Size 25 x 50 inches; like illustration of No. F; each.....	3.00
No. C.	Size 38 x 80 inches; as illustrated; each.....	5.00
No. D.	Size 42 x 90 inches; "Rainbow" zarape with blending of stripes in rainbow effect; each.....	5.50
No. E.	Size 42 x 90 inches; like illustration No. F, but without diamond center; each.....	6.75
No. F.	Size 42 x 90 inches; as illustrated; each.....	8.50
No. F2.	Same as No. F, but a cheaper quality; each.....	7.00
No. G.	Size 40 x 90 inches; Mexican eagle design on tri-color ground as illustrated; each.....	8.00
No. H.	Size 42 x 90 inches; extra fine weave and design, as illustrated; each.....	17.50

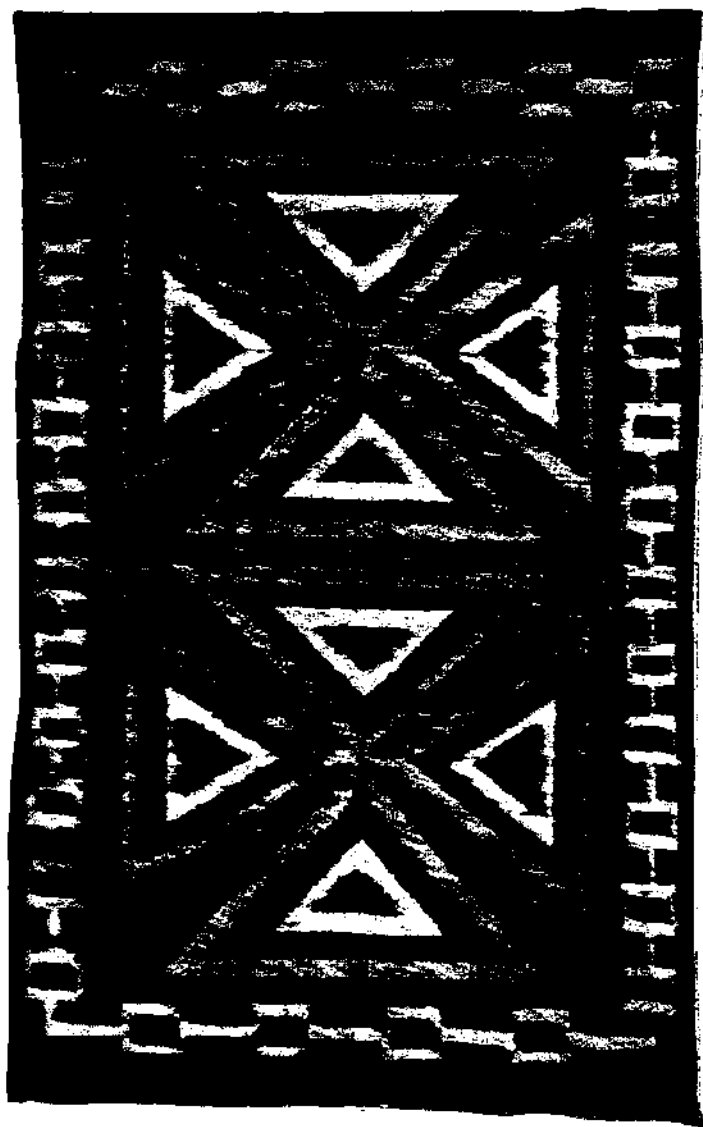


PLATE VIII

### Navajo Indian Blanket -Maltese Cross Pattern

Hand-woven from native hand-spun wool throughout, in fast colors. No two alike; consequently cannot be supplied exactly like illustration, which is typical however, of what we offer. Colors about as illustrated; more gray in ground if desired.

PRICES

Size, approximately, 40 x 60 inches, each.....	\$15.00
Size, approximately, 54 x 80 inches, each.....	25.00

Every Indian blanket sold by us bears under seal our positive warranty of genuineness

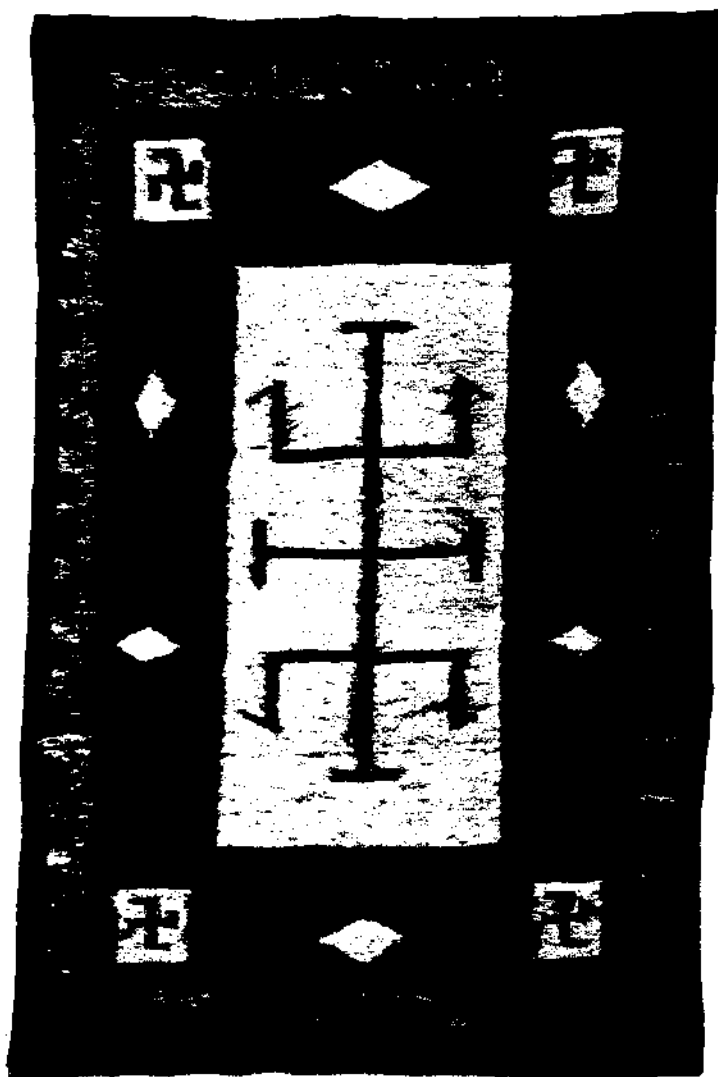


PLATE IX

### Navajo Indian Blanket---Chin-dee or Devil Pattern

Hand-woven from native hand-spun wool throughout in fast colors. A rare design, difficult to procure; the six Chin-dee figures in the blanket—which are representative of the Navajo Indian's devil—being contained within four Swastika crosses, which are presumed to counteract the evil influences. No two blankets alike, but the illustration is typical of what we can supply. Colors about as illustrated.

#### PRICES

Size, approximately, 40 x 60 inches, each.....	\$20.00
Size, approximately, 54 x 80 inches, each.....	30.00

All prices in this catalogue include prepaid delivery charges to the customer

## Other Navajo Blankets

We make a specialty of the following offerings of Navajo blankets personally selected at the Navajo Indian Reservation and the handwork of the best weavers. All are of the same grade as illustrated by Plates VIII and IX, but different patterns, no two alike. Ground colors mostly red or gray.

Blankets about 30 x 60 inches, good designs; colors, red, gray, white, and black.....	EACH \$10.00
Blankets, about 40 x 65 inches, the best weaves and designs; colors, red, black, gray, and white.....	15.00
Large Navajo blankets for floor rugs, extra fine weaves, designs and color combinations; size about 60 x 80 inches.....	25.00
Larger blankets, the same grade, about 6 x 8 feet; fine selections.....	35.00
Larger blankets, the same grade, about 7 x 9 feet; fine selections.....	50.00

## Terms and Conditions

All Indian blankets sold by us are delivered to the customer all charges prepaid. Our customers thus know exactly what each article will cost laid down at their doors.

Our terms are cash with order. Our prices are made low with this consideration, so that we cannot afford to open accounts.

To responsible persons giving satisfactory banking references we will send any article on approval, with the privilege of examination and return within three days from the date of receipt, in good condition. In such cases the customer is to pay transportation charges both ways on all goods returned.

We will ship any article by express C. O. D. with the privilege of examination on receipt of one-third of the amount of the order, the customer to pay the charges for the return of money, and express charges if the goods are returned.

No article made to order, especially for a customer, is returnable if the directions given with the order have been followed by us.

We guarantee satisfaction to our customers, and if any article received by a customer is unsatisfactory we desire that it be returned, when we will promptly and willingly either exchange the same or refund the amount paid, less actual transportation charges incurred.

Remit by postal money order, express money order, bank draft, check, or registered mail. If by personal check, add fifteen cents for collection charges.

## What Our Customers Say

We have been selling genuine Indian Blankets for the past ten years, and have received hundreds of unsolicited testimonials from our delighted customers. We give below a few of these.

I wish to take this occasion to express my appreciation of the splendid quality of your rugs and the very excellent service they give. I have frequently occasion to recommend your Company to inquiring friends and shall always be glad to speak a complimentary word for your goods, because they deserve it. When I need anything more in your line I will be pleased to communicate with you.

FREDK. L. COLVER, Prest. Colver Publishing House.

"The Wickup," Esquay Springs, N. C.  
The rug came today, and I am stopping in all the Christmas rush to thank you for it. I thought I knew what Indians rugs were, but I never saw anything to equal this in softness of texture, beauty of design, purity of color and regularity of weaving. It is a hundred times handsomer and better than I expected.

HARRIET CUSHMAN WILKIE.

(Note:—Miss Wilkie is a well-known authority on interior furnishings, and a contributor on this subject to many of our leading magazines).

I have just had an opportunity to lay my rugs on the floor to try the effect. I cannot begin to tell you how delighted with them I am and how beautiful they look. The portieres are simply grand.

MRS. E. S. GRIGSBY

Astoria, Ill.

The rug and pillow top came on Friday, and are both the most beautiful things of their kind I ever saw. I enclose herewith another order.

HATTIE C. GREEN.

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