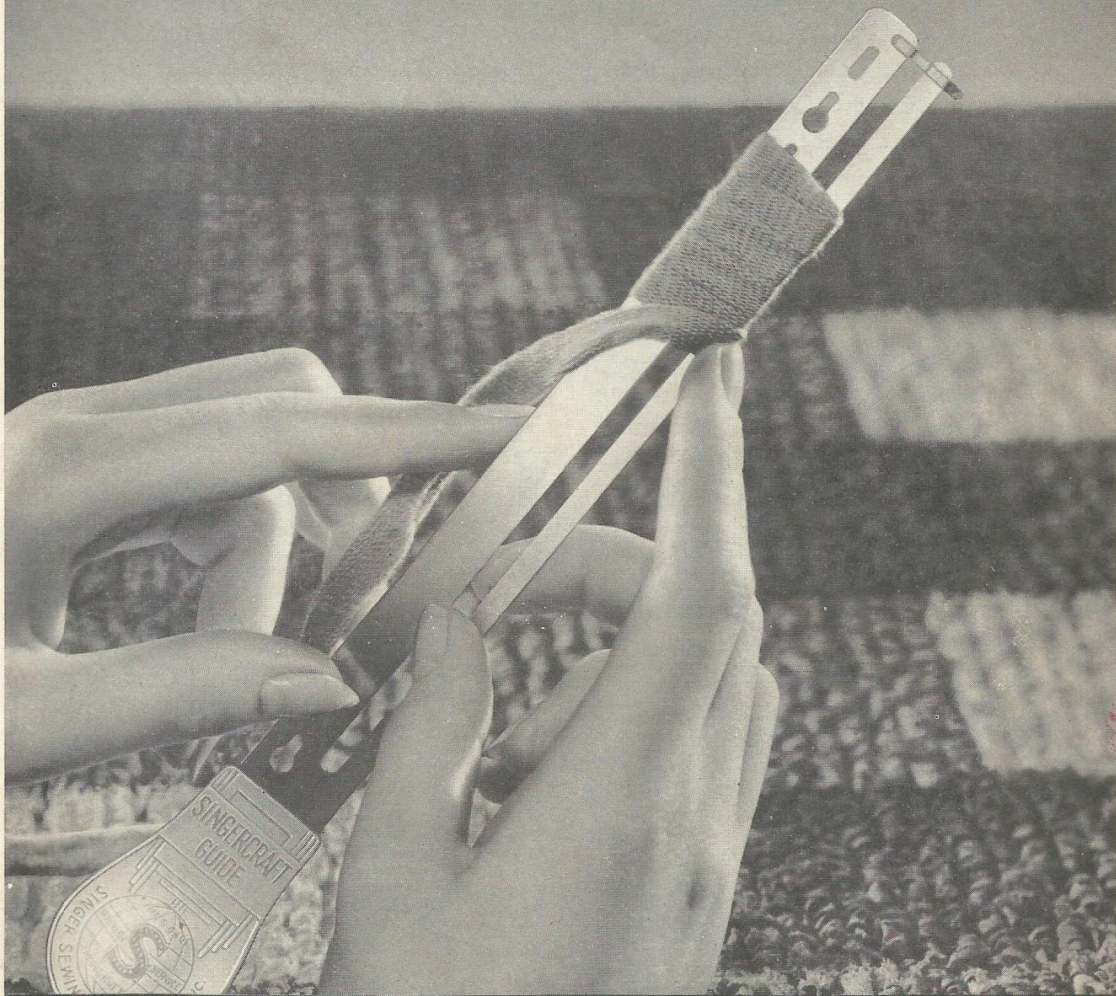


Singercraft



A FASCINATING NEW WAY OF MAKING
COLORFUL RUGS, DECORATIVE ARTICLES
AND TRIMMINGS ON THE SEWING MACHINE

Courtesy of April 1930's Sewing Shoppe
www.April1930s.com

SINGERCRAFT*

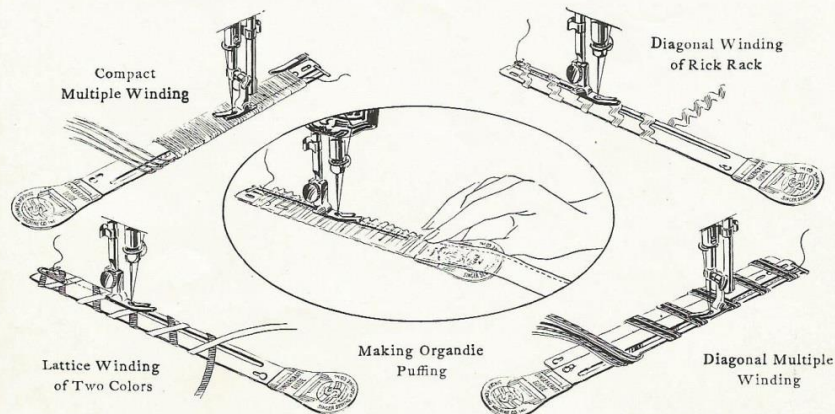
Newest of Sewing Arts

ENTIRELY different in method, and unique in many of the effects obtained, Singercraft is one of the most simple, versatile and fascinating of the creative sewing arts. Although some of the things made this new way reproduce in appearance and texture the work of the older sewing crafts, such as hand hooking and knitting, Singercraft is keyed to the most modern tastes in its surprising speed, simplicity and versatility.

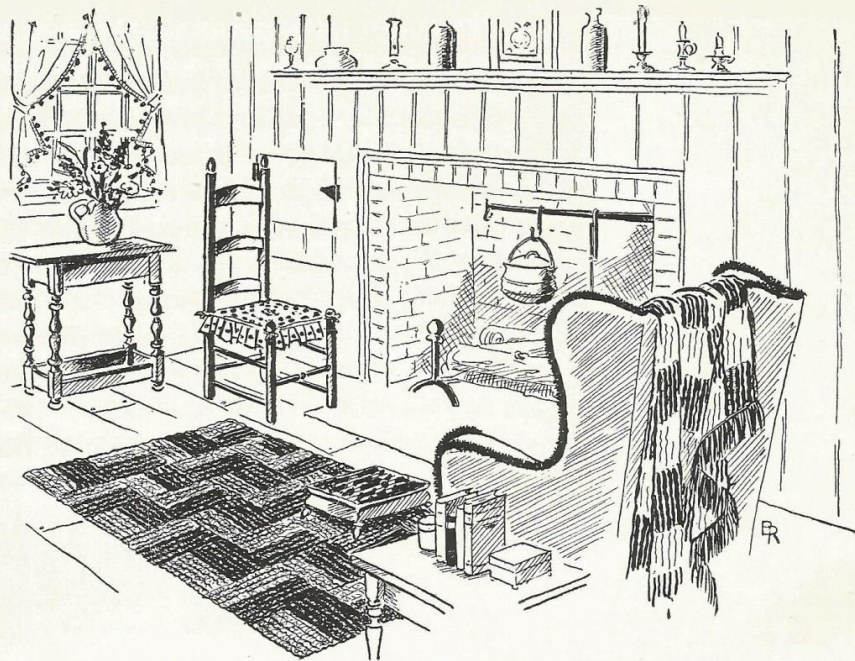
Yarn, rag strips, dainty laces—anything that can be stitched—may be the materials used. As illustrated on the following pages, the effect desired determines the

choice. The material is simply wound around the Singercraft Guide and stitched to a backing by means of the sewing machine. No special skill or laborious practice is necessary.

The opportunities for self-expression in developing new effects and applications of this craft are practically unlimited. A few different windings are sketched below. Take the Guide in hand, try a few of these and see. You will be pleasantly surprised at the results and undoubtedly will discover some interesting variations and many practical uses at the same time.



*Reg. U. S. Pat. Off.



INTERESTING RUGS

RUGS you can make on your sewing machine! The very thought is intriguing, isn't it? Particularly when it is realized what really lovely rugs can be made this new way—rag rugs for all the world like the antique hooked rugs, copies of priceless Orientals, or even the luxuriously deep-piled, modern, tufted type so much desired but so expensive. In fact, rugs that harmonize with any scheme of decoration may be made by Singercraft.

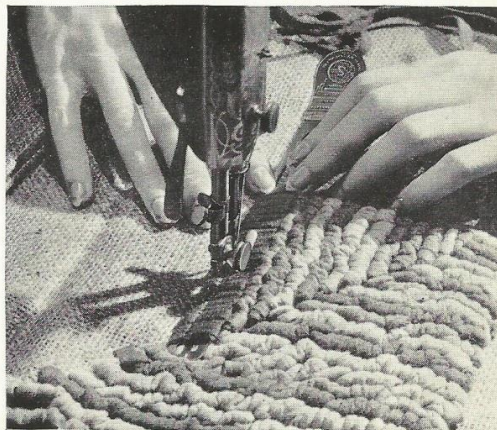
While enjoying the sense of satisfaction that comes from doing creative work, you can make a rug appropriate for the room it is to go in. Later you will know the added joy of being able to say you made the rug to go with that particular piece of furniture or to fill a specific need.

No period in American history lends greater interest to home decorations than the "Early American", known for its hooked rugs. Many

of the original beautiful designs are now housed in museums, where we are allowed to gaze upon them in glass cases.

RUGS FROM RAGS

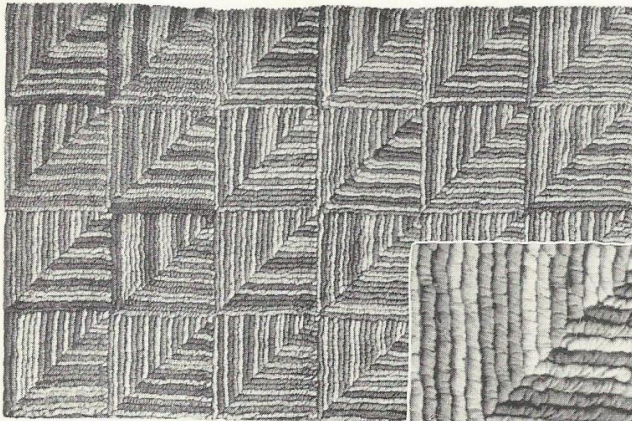
COPIES of these designs are within the reach of all of us if we are as resourceful as the early Americans were and save left-over dress materials, old clothes and worn-out stockings.





However, you are spared the many laborious hours they spent making these rugs by hand. For with the modern sewing machine, that responds instantly to your touch, and the Singercraft Guide, you are able to reproduce accurately these lovely designs. No cumbersome looms or frames are necessary—no days of tedious hooking. Not only is this method quicker but also more durable. Loops cannot pull out, since they are securely stitched to the backing.

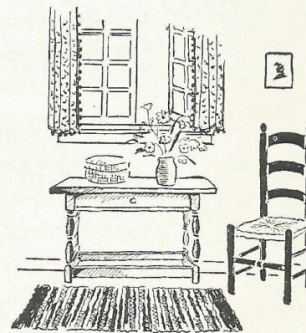
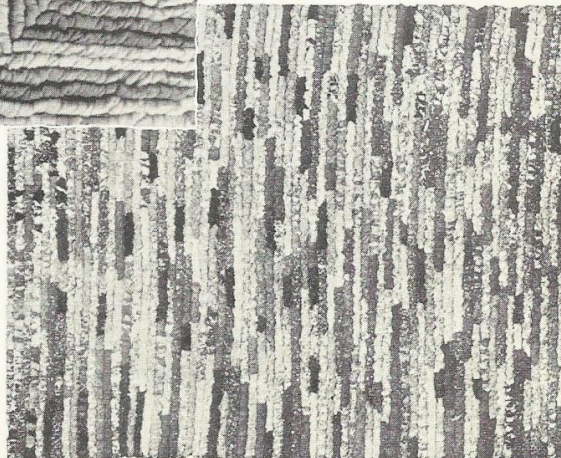
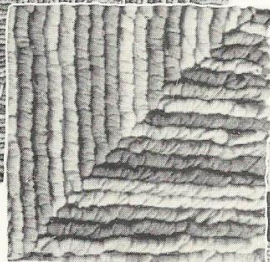
Cotton, linen and woolen materials were used in the Early American rugs. Today we have so many silk scraps and silk stockings that they too may well be included. These are the types of materials of which to make a "hit or miss" rug in gay colors, or a stocking rug, so soft and resilient to the touch. You'll like them in any shape—oblong, oval or round.



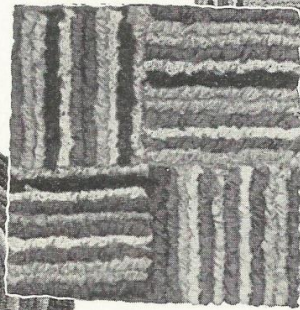
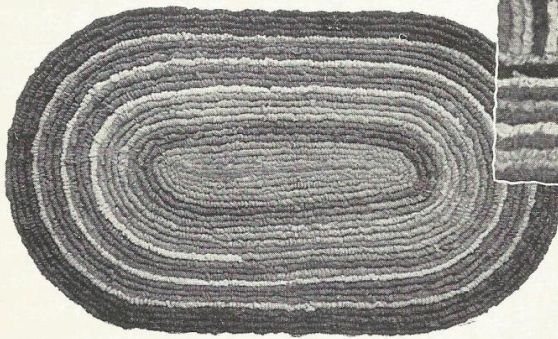
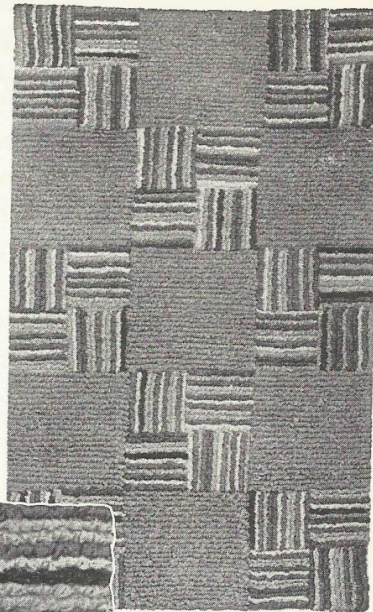
The above design is known as "Blocked Triangles" and is an exact copy of an historic and highly prized rug. The original rug measures 42" long and 28" wide and is divided into 7" squares. Each square is divided into two triangles. Soft shades of light blue, yellow, dark blue, green and rose were used. The rows in each triangle are worked at right angles to the rows in the companion triangle of each block. It is worked so that the rose and blue predominate in each alternate diagonal line of triangles.

The enlarged section shows the texture and method of arranging the rows.

At the right is a "hit-or-miss" rug. Colors are intermixed at random, rows worked straight across the full width of the rug.

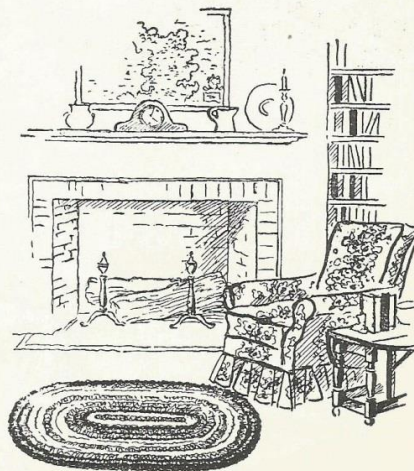


Stockings can be dyed, if desired, then cut lengthwise into strips; that is, from top to toe. The cutting of the loops after sewing is a matter of choice, depending entirely upon the effect desired. If the loops are left uncut, the individual loops and rows are quite evident. If the loops are cut, the loop formation and rows disappear and a rather rough, shaggy effect results. It is usually not desirable to cut the loops when making rag rugs, for the materials will tend to ravel. In making yarn rugs, this does not happen and it is the usual practice to cut the loops. If they are cut evenly, a rich, deep pile results. With the improved Singercraft Guide, the loops may be cut automatically as the work progresses, by means of the cutting blade attached to the Guide.



The rugs shown on this page are reproductions of two more authentic Early American designs. The pattern at the upper right is known as "Four Patch." It is 50" long and 30" wide and is composed of 10" squares. All of the plain squares are of the same color, a warm tan. The enlarged inset clearly shows how the rows are worked in the vari-colored squares. The colors used here were soft blues, greens, browns, orange and yellow.

The oval rug is a copy of a braided rug. It is appropriately made of discarded stockings of the currently popular shades. The stocking strips are sorted according to colors and used in such a way as to obtain bands of different widths of the various tones. The darkest colors were used for the outside. Started in the middle of the backing, the rows of Singercraft were applied around and around. This rug has excellent proportions to follow (32" x 19") and may be made any size you wish by simply adding more rows.



Strips for rag rugs are cut about $\frac{1}{2}$ " to 1" wide, depending upon the weight of the materials.

Heavy woolen suitings and similar bulky materials will be easier to handle and the proper weight pile will result if the strips are about $\frac{1}{2}$ " wide. Silk stockings, light cotton and silk materials will work up better if cut into approximately 1" strips.

If your scraps are large enough, it is best to cut the strips on the true bias. Bias strips respond better to the winding. But since we are working from the "rag bag", we are to

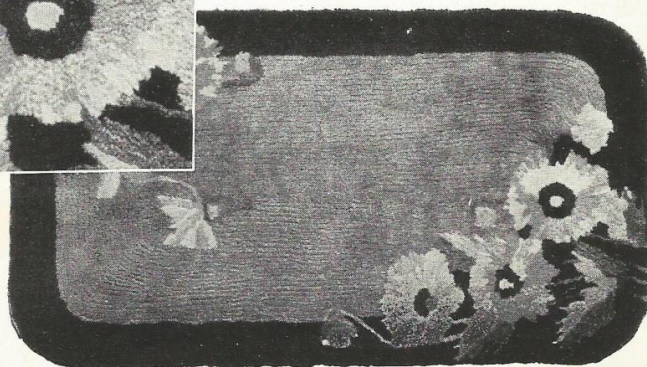
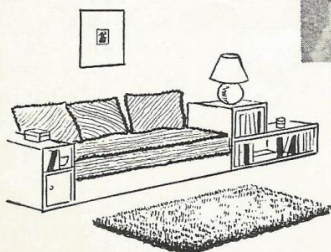
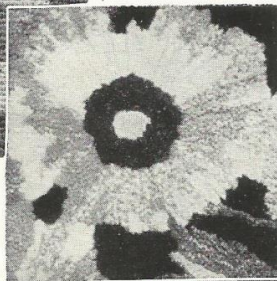
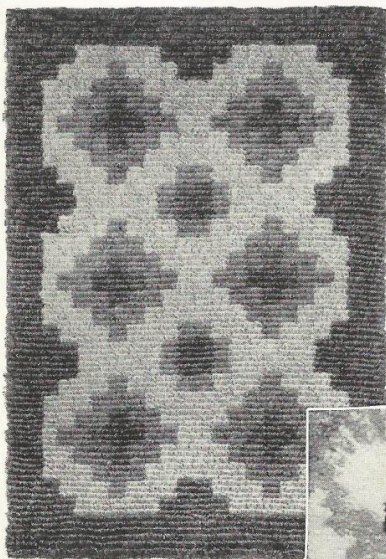
make the best of scraps of all sizes. One of the advantages of making rugs the Singercraft way is that you can use your small pieces crosswise, lengthwise or bias.

The beautiful designs shown and discussed on the previous pages are like characters from a story book. They so strongly exemplify the Early American spirit. Note how simple, yet how perfect, are the designs. Balance and harmony are inherent in both design and color. They have a charm all their own. One of the nice things about the Early American designs is that variations in the size of the rugs can be made to suit our needs. We need only be careful to keep each unit of design correct in size and the outside dimensions in the same proportions as the original.

Warm, soft colors, which seem to have mellowed with age should be used. Duplicated by our modern methods, these rugs lose none of their charm or durability.

BURLAP IN NEW GUISE

SURPRISING as it may seem, considering its rich, deep colorings and fine sheen, the rug illustrated at the left was created from old, worn-out burlap bags.



This is truly a matter of transforming the homely potato or gunny sack into something of real beauty and usefulness.

These bags when empty are worth only a few cents, if anything. The small expense is in the dyes used. The natural color can be dyed any shade. First, wash your bags and dye them, using fast dyes, according to your rug design and colors. When dry, ravel and wind the strands into balls, keeping colors separate. The jute yarn obtained this way is wound on the Guide, the same as any yarn. Cut loops and brush so as to spread the fine threads. The beauty and desirability of this rug will exceed all expectations.

YARN RUGS OF ALL TYPES

AND now we come to the lovely yarn rugs with their luxurious soft pile. Prepared stamped backings or transfer designs for hooked rugs may be used, or you can sketch or trace your own pattern.

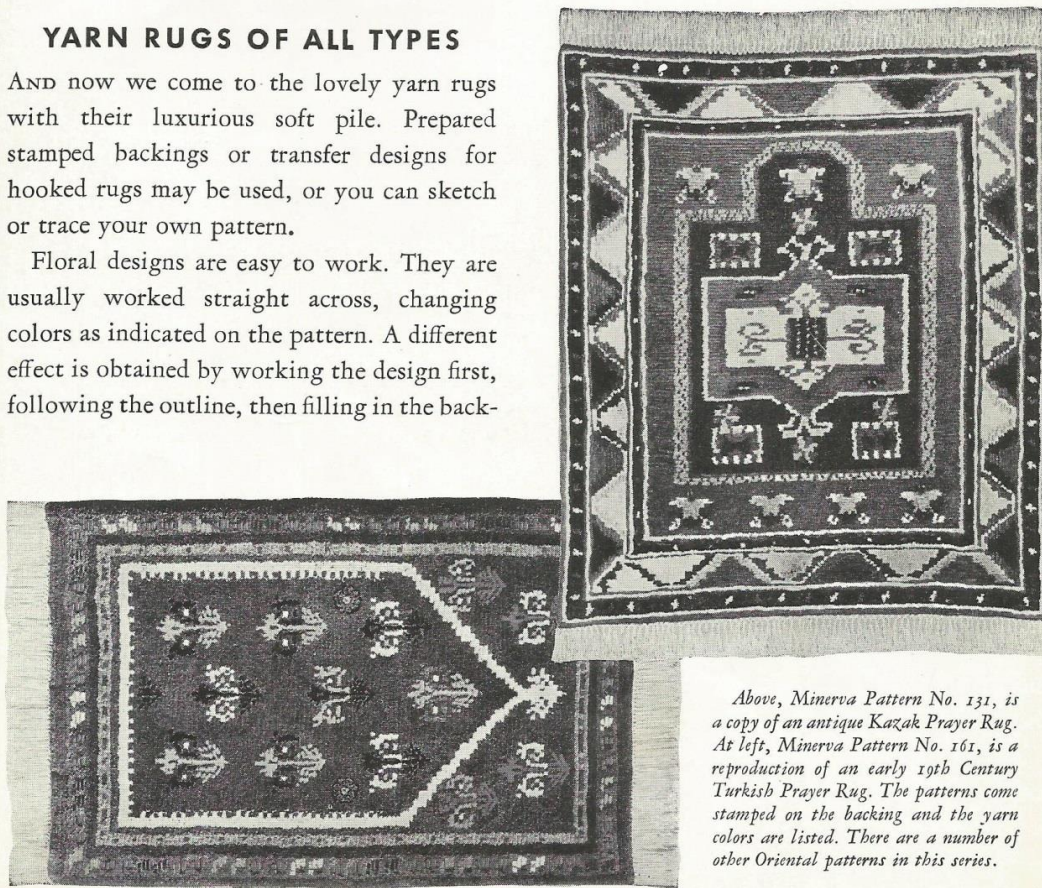
Floral designs are easy to work. They are usually worked straight across, changing colors as indicated on the pattern. A different effect is obtained by working the design first, following the outline, then filling in the back-

ground, as was done on the rug illustrated on the opposite page.

Priceless Oriental rugs may also be copied by Singercraft. On this page are illustrated two rugs of this type made with the Guide.

A well-known yarn company has on the market a number of patterns which are direct copies of invaluable antique Oriental rugs now carefully preserved in our museums. The designs come stamped on a specially woven backing material and yarns are available dyed to an exact match of the beautiful colors of the old rugs.

The rows of Singercraft are applied straight



Above, Minerva Pattern No. 131, is a copy of an antique Kazak Prayer Rug. At left, Minerva Pattern No. 161, is a reproduction of an early 19th Century Turkish Prayer Rug. The patterns come stamped on the backing and the yarn colors are listed. There are a number of other Oriental patterns in this series.

across the backing. Colors are changed as indicated on the backing material. In this way the designs are easily and quickly worked out. If you are careful not to wind the Guide too full, and to place the rows close together, a smooth, even pile will result. With each row stitched twice with strong six-cord thread, the durability of the rug is assured. It will long be a prized possession.

IN THE MODERN MANNER

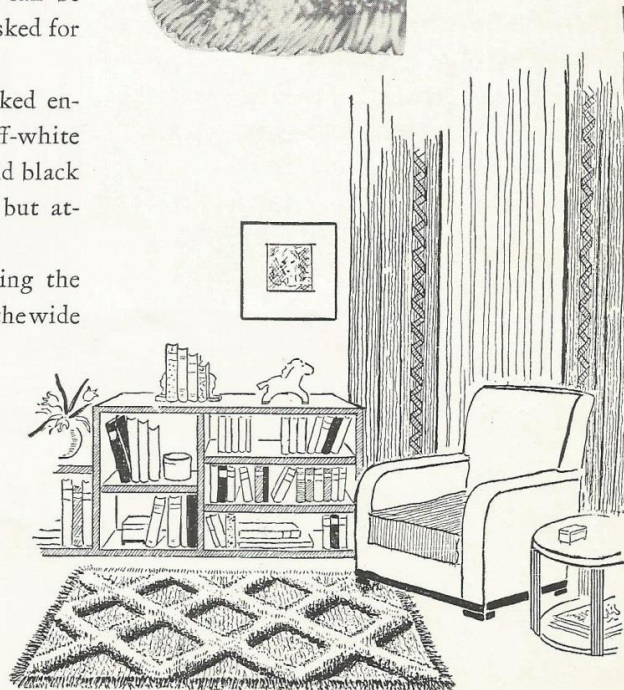
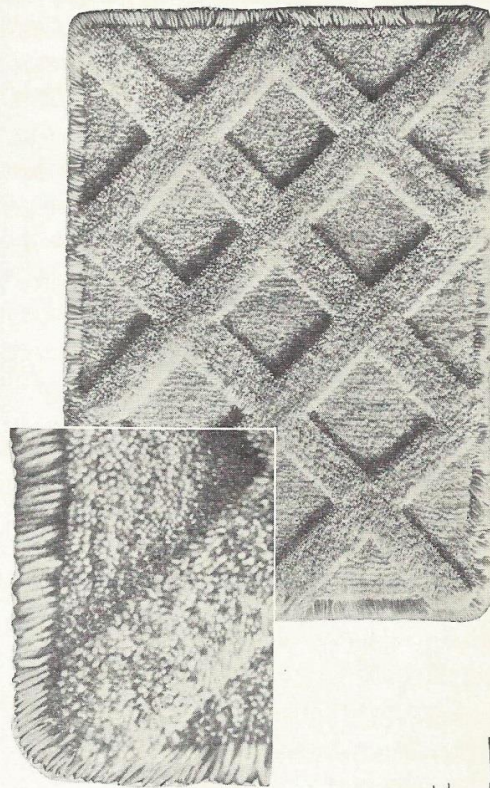
"MODERN" furniture—so slim, clean-cut and very often severe—for some time now has been rapidly becoming more and more important among the periods of arts and decoration. In keeping with the modern feeling, are these luxurious, deep-pile rugs. Looking forward to the advancement of this modern trend, extensions to be used on the Singercraft Guide are available so that all of us might have one or more deep-pile rugs. These rugs can be made at about one-quarter the price asked for them in the rug departments.

These rugs are smartest when worked entirely of one shade, the cream or off-white shade taking the lead. However, a bold black and white combination cannot help but attract by its severe contrast.

The rug illustrated is made by using the narrow extension for the lower pile and the wide extension for the tufted design.

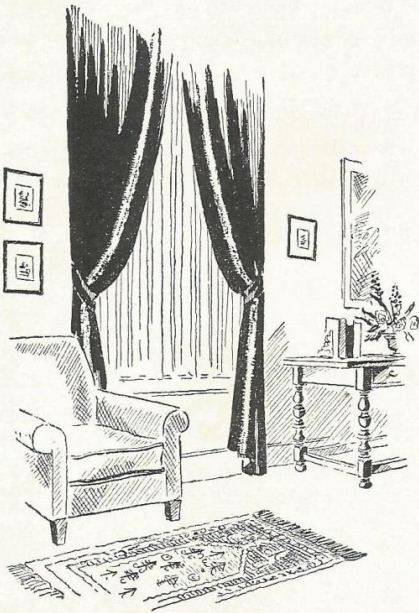
Other high-pile, modern rugs are made without a tufted design. For this type, use either extension, the width selected depending upon the depth of pile desired.

Note that the fringe is applied entirely around the rug. This fringe is made with the aid of both extensions used in combination.



Home Furnishings

ALTHOUGH we have discussed at length the use of Singercraft for making various types of rugs, this is by no means the full scope of the craft in the field of home decora-



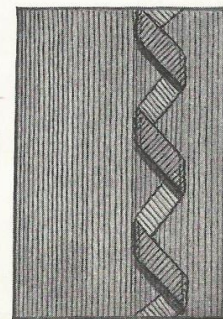
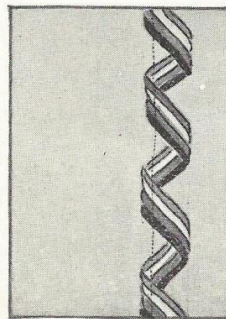
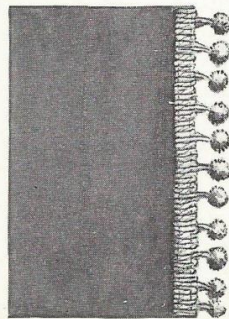
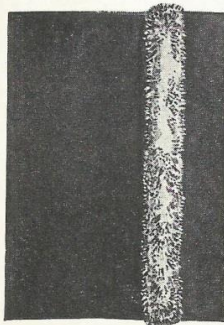
tion. You will quickly find your Guide an invaluable aid in attaining the unusual and distinctive touches on drapes and curtains, slip covers, cushions, dressing tables, bed-

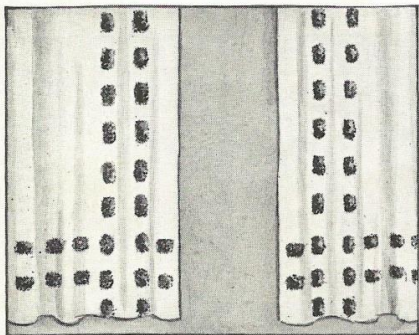
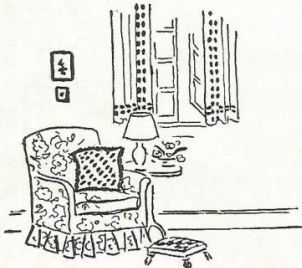
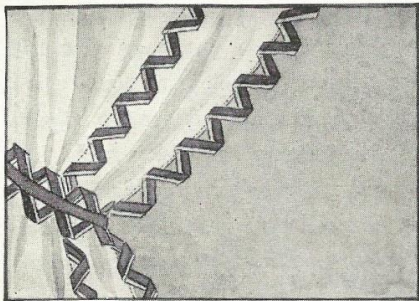
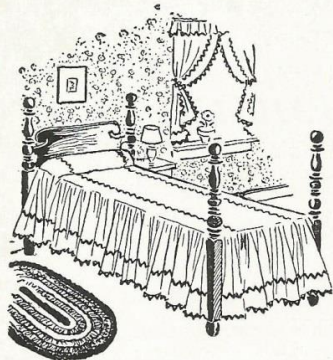
spreads, luncheon cloths and napkins, towels and bathroom sets.

It seems anything we pick up that can be wound around the Singercraft Guide is good material for a new creation. Even common cotton string is transformed into lovely fringe. Cotton yarn, bias binding, crochet cotton, rick-rack braid, twill tape and bindings of self-material—all take on new life. Long thick fringes of wool or cotton yarns, ball fringes and the moss fringe, so popular just now, are quickly and easily made. The zig-zag edging made by winding bias binding, rick-rack or twill tape on the Guide is very smart. And what a joy to know that now it isn't necessary to spend hours shopping for the right fringe or trim. For, if we make it ourselves, we can carry out our own special designs and color schemes, create unusual effects and at the same time manage to keep within our budget.

REDECORATING

WITH a good sewing machine, a Singercraft Guide, and a few yards of material, a "new dress" for any room is a simple matter. Sheer





organdie, chintz, taffeta, cretonne or unbleached muslin are materials that lend themselves most effectively to the charm of decoration and ensemble.

A bedroom ensemble of organdie, edged with Singercraft made of bias binding, to which a piping of color has been added for contrast, is most attractive. The binding is wound diagonally around the Guide, spacing each turn about $\frac{1}{2}$ ". Rick-rack is another of the clever trimmings which is also wound diagonally on the Guide. A combination of print and plain chintz for curtains, dressing table and slip covers is especially good. With this, moss fringe made of cotton string or carpet warp is appropriately used.

TUFTING TOO

For smartness and practicability the common unbleached muslin leads. Tufting made of candlewick or carpet warp is a preferred trimming for this material. No longer need these tufts be made by hand. Now, with the Singercraft Guide, you can make this trimming on your sewing machine in much less time and the wearing qualities will be greatly improved.

Taffeta is always beautiful. Possibly you will want to use it in a more formal or guest room. This material is so rich in itself, it needs no other as a complement. For edge trimming, use $\frac{1}{2}$ " banding made of self-material applied with the aid of the narrow extension. Wind bandings diagonally around Guide and stitch to edge. Another smart trim

The dressing table skirt at right and bedspread and curtains above illustrate the use of bias binding as a trimming for organdie. The detail shows the appearance when one color of binding is piped with another color. To the left is tufting as used on draperies and cushions.



is obtained by winding $\frac{1}{2}$ " strips of material, cut on the true bias, around Guide, slightly crowding the winding. The loops are cut. Two or three rows applied close together give you the effect of ruching. This trimming can be of the same or contrasting color.

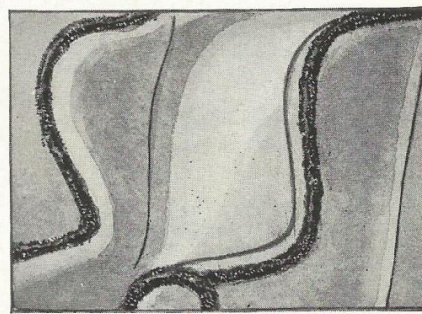
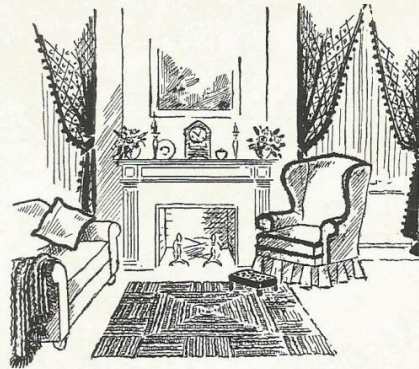
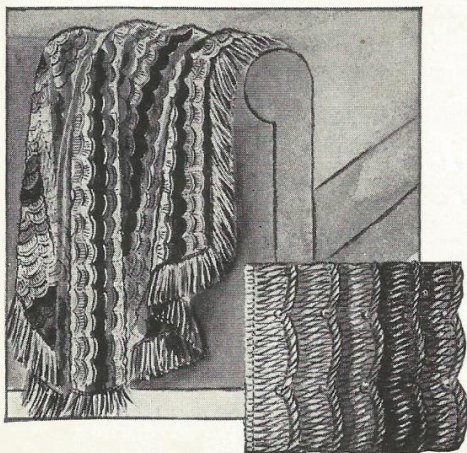
Corduroys, velours, linens, cretonnes and woolens are equally as smart for Singercraft treatment as materials of lighter weight.

Yards and yards of the moss fringe can be made for a chair to be upholstered or for slip covers or drapes. Either cotton or wool yarn can be used.

A zig-zag banding for drapes may be made of self-material cut crosswise, stitched and the seams turned inside. This works up very quickly, as it is wound on the Singercraft Guide and stitched to the material in the same operation.

SINGERCRAFT AFGHANS

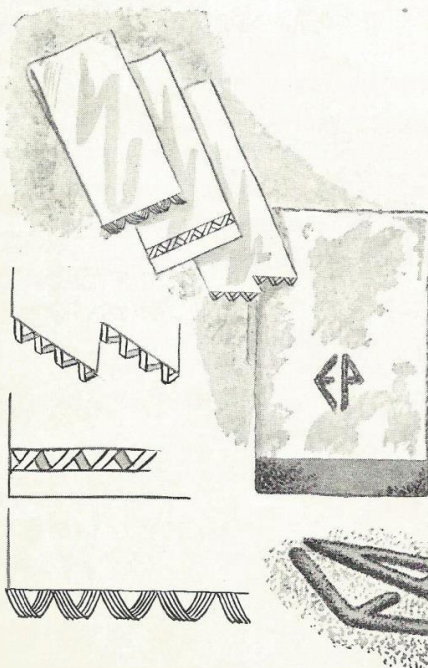
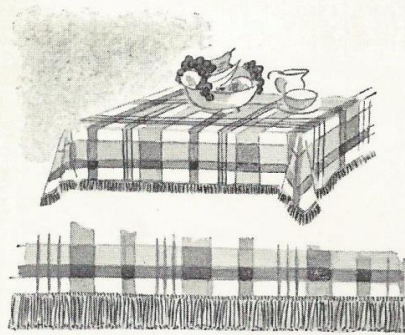
SINGERCRAFT is the new, quick, easy way to make Afghans of any size and color desired. Everybody is following grandmother today in making these handy throw robes. Their glowing colors add so much warmth and cheeriness that they have become an important



note in decoration, besides being delightfully comfortable.

The one illustrated is especially attractive and surprisingly simple to make. The design is worked on paper and rows of Singercraft are applied so that the narrow loops overlap and are stitched to the long loops of the previous row. When completed, the paper is torn away. Rows of stitching about one inch apart are then run across the rows of Singercraft. This automatically forms the scalloped effect. Eight colors were used in this design, ranging from canary yellow to dark brown.

Singercraft on luncheon sets, tray cloths, napkins, towels and bathroom sets combines both utility and beauty, and provides a means of obtaining many unusual effects. We never have too many linens for our own use, and with this new trim they become even more important as gifts.



When you start working with this Guide, many other suggestions will occur to you. We have already spoken of the use of bias binding and rick-rack braid, which come in different widths and many colors.

You can make your own fringe, using as many colors as desired, or to carry out the shades in the gay plaids or stripes of your material. Crochet thread or pearl cotton is found very desirable for fringes. This can also be used for monograms.

DEEP-PILE MONOGRAMS

THERE is an inexpensive cotton cord known as "carpet warp" that can be bought by the pound. It comes in lovely fast colors and is especially good for monograms that will be subject to frequent laundering—as on bath towels. Cut the loops on both sides of the Guide; use a short, firm stitch and size 40 thread. When your design is finished, dip it in water, brush as it dries and see how it fluffs up. You will be pleasantly surprised to see how quickly you can make monograms by Singercraft.

These guest towels—simply but effectively trimmed, aren't they? The trimmings are made of twill tape and pearl cotton. The twill tape is wound diagonally around the Guide in the same manner as bias binding. Five strands of the pearl cotton are wound diagonally on the Guide at the same time, to obtain the other edging shown.

Bathroom ensembles are welcome gifts that can be easily and inexpensively made by Singercraft. By adding monograms to Turkish towels and making the stool cover and bath mat of cotton yarns, a complete and unusual bathroom set in any color scheme can be made at little expense. Of course, the monogram would also be repeated in the design of the stool cover and mat.

Fashion Finishes

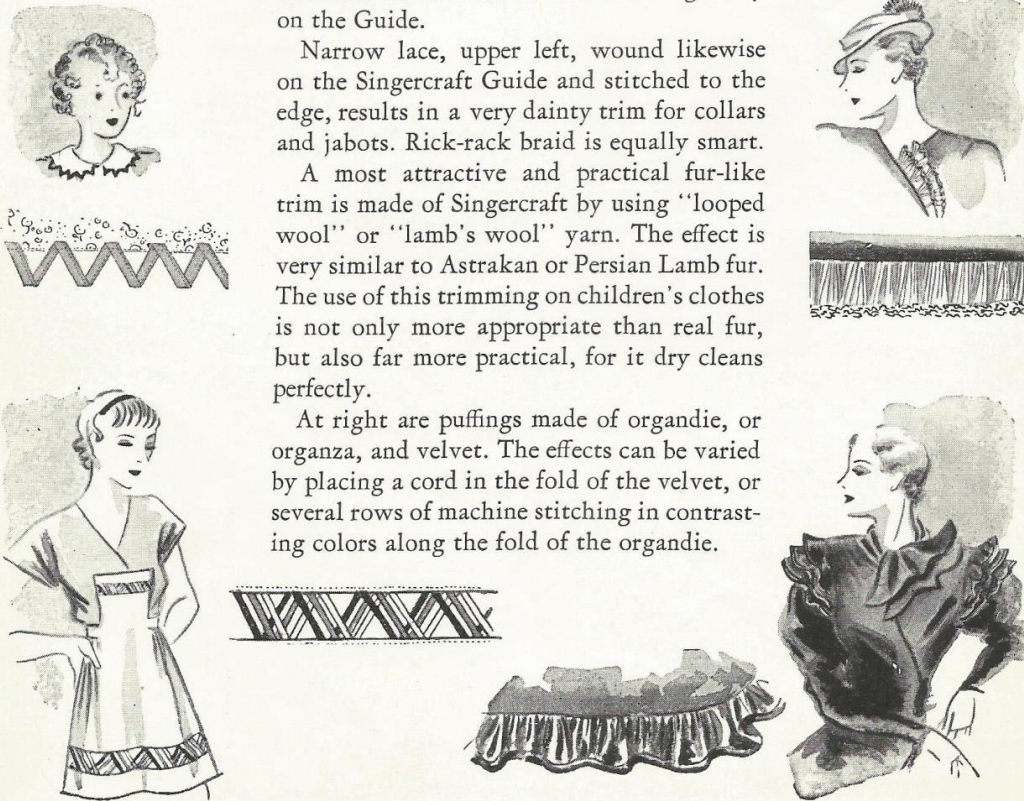


ABOVE and at the lower left are lattice trims made of narrow grosgrain ribbon or bands of self material wound diagonally on the Guide.

Narrow lace, upper left, wound likewise on the Singercraft Guide and stitched to the edge, results in a very dainty trim for collars and jabots. Rick-rack braid is equally smart.

A most attractive and practical fur-like trim is made of Singercraft by using "looped wool" or "lamb's wool" yarn. The effect is very similar to Astrakan or Persian Lamb fur. The use of this trimming on children's clothes is not only more appropriate than real fur, but also far more practical, for it dry cleans perfectly.

At right are puffings made of organdie, or organza, and velvet. The effects can be varied by placing a cord in the fold of the velvet, or several rows of machine stitching in contrasting colors along the fold of the organdie.

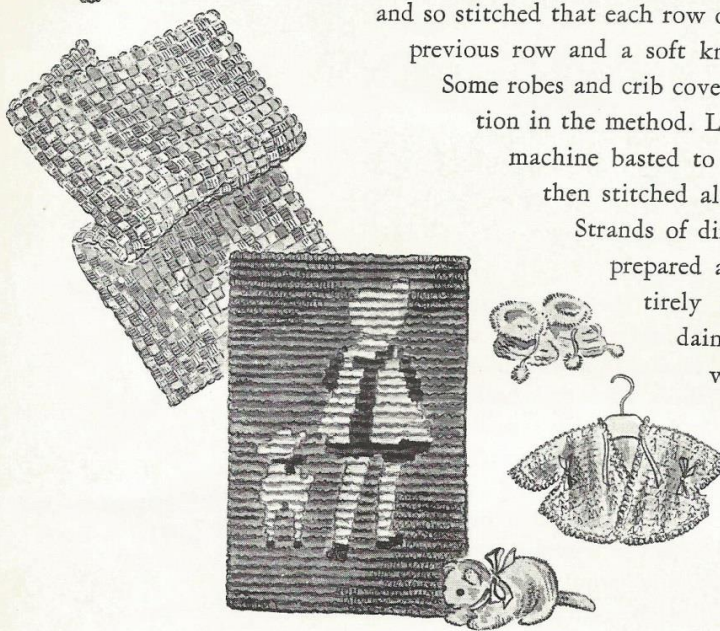


For the Nursery



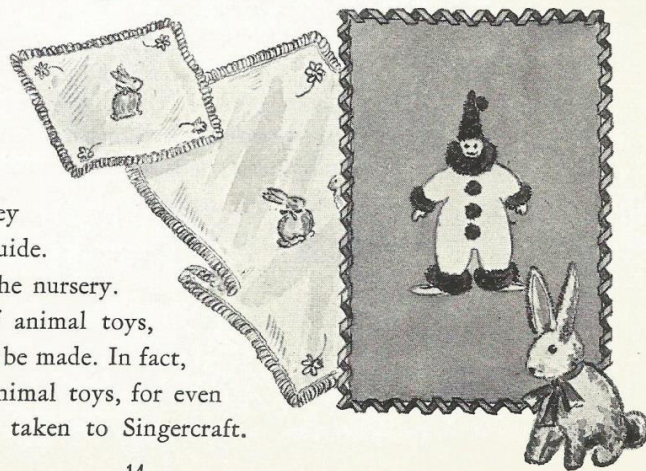
TO keep baby snug and happy, make these soft, warm, wooly things the Singercraft way. So simple and easy. Carriage robes, crib covers, bonnets, sacks and booties are a few suggestions. These are worked very much the same as the Afghan. The pattern or design is drawn or stamped on paper and so stitched that each row overlaps the long loops of the previous row and a soft knit-like fabric is formed.

Some robes and crib covers are made by another variation in the method. Long strands of Singercraft are machine basted to paper as they are made and then stitched along each edge of the strand. Strands of different harmonious colors are prepared and woven. The result is entirely unique in appearance, soft, dainty and warm. This method was followed in making the robe illustrated on this page under the little wooly lamb of Singercraft.



We usually think of these things as taking days and days of knitting or crocheting and we are amazed to learn how quickly and simply they are made with the Singercraft Guide.

Singercraft knows no limit in the nursery. How could it, with all kinds of animal toys, nursery rugs, wall hangings, etc. to be made. In fact, the whole family will enjoy the animal toys, for even Mickey and Minnie Mouse have taken to Singercraft.



Singercraft Materials

Just a few of the many applications for Singercraft have been given in these pages. They serve to indicate the range of its uses and the effects obtained. As to the many kinds of materials that can be used—there doesn't seem to be any limit.

We have mentioned wool yarns for rugs. The four-ply knitting yarn is good, but in wool yarns there is a wide variety from which to choose.

Cape Cod Yarn, a loosely knit tubular cotton material $\frac{1}{2}$ " wide, is especially good for the Early American rugs.

Burlap or Jute is obtained from burlap bags—dyed and raveled.

Cotton yarn—for fringes, rugs, etc.,—is found in several sizes in most yarn departments.

One of the best sources for rug materials is right in your own home. It is the rag-bag. Both new scraps and old materials may be used—old dresses; silks, woolens or cottons; stockings and rayon underwear; and sweaters or any knitted or crocheted garment that has been discarded may be raveled out and the yarn used again.



Carpet warp—a cotton cord especially good for monograms, moss fringe, bathroom sets, and tufting—is carried in several colors by well-known mail order houses.

Bouclé yarn, a tight, knotty yarn, makes smart bags, scarfs and fringes.

“Looped wool” yarn and “lamb’s wool” yarn—splendid for simulated fur—are made by a well-known yarn company.

Angora yarn—a very soft, fluffy yarn, especially good on baby’s things, such as wraps, caps, etc.—is also used for fur bandings.

Bias Binding, rick-rack, twill tape, grosgrain ribbons, narrow laces, crochet cottons, heavy silk floss and silk and velvet ribbons, for which we have described so many uses, are usually found in all notion or trimming departments of retail stores.

FOR *Free* PERSONAL HELP WITH
YOUR SEWING PROBLEMS TURN TO

THE *Singer Shop*

Is there a question in your mind about what material to use to obtain a certain effect in Singercraft—or what pattern can be used for a particular article, and where to get that pattern—or how the experts do the new fashion finishes—or any one of the problems that arise in the course of your sewing?

If there is, take your question to sewing headquarters in your community—the Singer Shop. There you will be assured of receiving interested attention to your needs.

Consultation and advice on any sewing subject are always available. Personal instructions and assistance are provided for. A helpful summary of the current fashions, showing specific patterns and comparative costs, is yours for the asking.

The next time you are in the neighborhood of your Singer Shop, stop in and learn about the complete courses in Singercraft, and in making dresses, children's clothes and home furnishings.

FOR YOUR
PROTECTION
NOTICE!

Every Bonded Representative of the Singer Sewing Machine Company wears an identification button like the one shown here. It has a distinctive colored border and the name of the month in which it is valid. The color of the border is changed monthly.



This plan enables you to be sure you are dealing with one of our authorized Representatives.

SINGER SEWING MACHINE CO.

Courtesy of April 1930's Sewing Shoppe
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