

McCall's needlework and crafts catalog collection, 1938-1976

MCC-00425

Total boxes:

Linear feet:

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McCall's needlework and crafts catalog collection, 1938-1976 (MCC-00425)

Shelf List Number: BM-425

Collection Overview

Creator

Lise M. Pelletier

Dates

1938-1976

Extent

1 box (.5 cubic feet)

Provenance

Material was acquired from Lise M. Pelletier

Language

English

French

Conservation Notes

Catalogs were inserted in archival folders and archival envelopes and placed in an archival box.

Conditions Governing Access and Use

Restrictions

Access: No restrictions

Physical: No restrictions

Technical: No restrictions

Rights Statement

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Recommended Citation

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Collection Description

Historical and Biographical Information

Patons and Baldwins of Halifax: Makers of J. and J. Baldwins Wool and Paton's Yarns. In 1920 the two companies, J. and J. Baldwin and Partners and John Paton, Son and Co merged, creating Patons and Baldwins and diversified into producing wool for home knitters as well as publishing knitting patterns under the "Patons Rose" and "Baldwins Beehive" and trademarks. In the 1930s

the company had establishments across Scotland and the North of England, including factories at Billingham and Jarrow and also in Canada and New Zealand. Wool came in from Australia and Asia. The factory produced three types of yarn - for hand knitting, for weaving, and industrial yarns for machine knitting - in a wide variety of synthetic and natural fibers. No weaving or knitting took place on the site, although a design and publications department producing patterns for home knitters was an important part of the business.

McCall's: In 1870, Scottish immigrant James McCall began designing and printing his own line of sewing patterns. As a means of advertising his patterns, McCall founded a four-page fashion journal entitled *The Queen: Illustrating McCall's Bazaar Glove-Fitting Patterns*.

When McCall died in 1884, his widow became president of McCall Company. Though still mainly a vehicle to sell McCall's sewing patterns, *The Queen* began to publish homemaking and handiwork information, and by 1890 had expanded to 12 pages. In 1891, the magazine's name became *The Queen of Fashion*, and the cost for a year's subscription was 30 cents.

In 1893, James Henry Ottley took over the McCall Company. He increased the subscription price to 50 cents a year, increased the number of pages to between 16 and 30 per issue, and began to publish articles on children's issues, health, beauty, and foreign travel. In order to reflect the magazine's expanded range of topics, the name was changed to *McCall's Magazine—The Queen of Fashion* in 1897. In time, the name would be shortened to *McCall's*. Despite the name changes, for many years information on McCall's Patterns filled an average of 20 percent of the magazine's pages.

Mary Maxim: Mary Maxim is the largest mail order merchandiser of exclusive needlework and craft kits in North America. Mary Maxim began with hand knit designs in the early 1950's. Influenced by the beautiful wildlife in North America, Mary Maxim designed bulky outdoor zippered jackets to knit using the first easy-to-follow graph-style charts created. Designing has grown to include fashion in all weights of yarn, beautiful afghans to knit and crochet and decorative latch hook rugs.

The McPhedrain family has an interesting family history with Mary Maxim dating back to 1952. In a tiny town called Sifton in Manitoba, Canada, Willard and Olive McPhedrain (grandparents of the current company president, Rusty McPhedrain) began manufacturing and selling spinning wheels. The woolen mill primarily created blankets and work socks.

The mill was so successful, they soon began running a fast-growing mail order company called Sifton Products from their home. As the business grew, Willard being the marketing maestro that he was, wanted to personalize the business and took his cue from the Betty Crocker idea and re-named the business Mary Maxim, after a family employee at the time, Mary Maximchuck. With its new name, the company moved to Paris, Ontario in 1954.

Scope and Content

This collection consists of older pattern books and catalogs of arts and crafts containing patterns for knitting, quilting, needlework, crochet, embroidery, and tatting. The catalogs date from 1938 to 1976 from McCall's, Patons and Baldwins, and Mary Maxim. There are 13 items in all of different measurements and mostly in good condition.

Arrangement

By subject

Separated Materials (If Applicable)

Not applicable

Subject Headings

Arts and crafts

Knitting and crochet--knitting techniques

Needlework--Patterns

Patterns for crafts

Tatting (lace)

Related Materials

Not applicable

Collection Inventory

Box	Folder	Item	Description	
1	1	1	<i>Fashion Knits and Crochet</i> , newsprint, color, 15 pages, 6 3/4 x 10 1/2 in.	
1	1	2	<i>And So To Sew presents The Art of Tatting</i> , black & white, 3 fold, 8.5 x 11 in.	
1	1	3	<i>Nursery News</i> , 12 printed sheets.	
1	2	4	<i>Styles ragland par Beehive</i> , color catalog, 23 pages, 6 x 9 1/2 in.	
21-27.	1	2	5 <i>Chaussettes par Regent</i> , color catalog, pages 2 & 8 x 10 in.	
separated color and black	1	2	6 <i>McCall's Needlework & Crafts</i> , catalog spine is in 3 parts, pages 2-106, 108-146, 153-222, & white. 8 x 10 3/4 in.	
color, pages 2-44, 8 1/2		1	2	7 <i>Beehive Knitted Wear for Men</i> , sepia x 11 in.
<i>Magazine</i> , color catalog Pages 1-52, 8 1/2 x 11 1/2 in.		1	2	8 <i>Good Needlework and Knitting</i> with black & white pages.
<i>Designs</i> , color, pages 2-22, 8 1/2 x 11		1	2	9 <i>Mary Maxim Sweater</i> in.
1	3 (envelope)	10	<i>McCall's Needlework & Crafts: 200 great things to make in over 20 techniques</i> , color, pages 2-220, 10 1/2 x 13 in.	
1	4 (envelope)	11	<i>McCall's Needlework & Crafts</i> , Spring-Summer 1958, color and black & white, pages 2-112, 10 1/2 x 13 in.	
1	5 (large)	12	<i>Jumbo Colombia Prints</i> , 1 sheet, 11 x 17 in.	
1	5	13	<i>Il peut faire froid...</i> 1 sheet, red and black, 10 x 13 1/2 in.	