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 handcraft. 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 factories 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 lifetime and the rare facilities offered by our Indian weavers, are worthy of the consideration of our rapidly extending trade.

Francis E. Lester
President

Copyright 1900 by Francis E. Lester

All prices in this catalogue require additional freight charges.
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 American Indians knew but few things about weaving. Among the Aztecs, the Mayans, and the Incas, weavers were considered artists, and their work was highly valued. The Spaniards, who came to America in the 16th century, brought with them a knowledge of weaving, which they imparted to the Indians of the Southwest.

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 by the individual weaver, are reproduced 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 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 harmonious combinations of purple, pink, green, and orange, are found only in the poorest 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 he will, every time, 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 "blood" and lurid hue that is often helter."
Pueblo Indian Blankets

The Pueblo Indians 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 handwork 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 handwork and took steps to encourage them to interest and 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 mud of the soil, and carefully cleaned entirely by hand. It is next spun by hand again, 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 banks built over a rough oven constructed of adobe, and here, by a slow and careful process, is given those last and harmonious shades of coloring that characterize the best Indian fabrics. After being dyed, the wool is ready to be spun by hand on to small spools, ready for the loom.

The Pueblo blanket differs from the Navajo in being arranged for horizontal weaving instead of upright. It is a large, upright blanket, woven in his humble adobe home, ready to be sent to the market, and here, in the yards of the city, is where the blankets are made for the blankets, too, are bound at work. The long, narrow blanket is strong, much the same Navajo home, yarn arranged in colors on spools, cut from the ingel and finished to the highest standard of finish.

The Rye Mat: An Indian rug in the Ora Forest

The wool used in the Weaving of an Indian rug is obtained from the sheep, which are almost entirely hand-fed, and the wool is spun on hand-spins. The colors used are obtained from natural sources and are fast and durable. The design is based on traditional motifs and is passed down through generations.

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

All prices in this catalog.
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 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 while 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 Navaho 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 color, 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 color. 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 color that are required to fit 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 he consider, 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 ordering the rug goes on under our immediate supervision, so that we have every opportunity of seeing that the customer’s wishes are carried out.

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

The Navajo Indian Blanket is the handwork 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 weavers, the Navajo blankets are woven by the squaw or women of the tribe. The weaving is done on a primitive loom set up, usually, under a pine tree, and the process of weaving is 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 warp and weft of the blanket, the thread of each being heated 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 weaver has an unbreakable 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 chooses 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 exhibition 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 as 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.

Every Indian blanket sold by us bears under seal our positive warranty of genuineness.
Hall Runner
Pattern No. 40
Indian Lightning Diamond Design

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 ........................................... 2.00
Size, 40 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
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, 20 x 40 inches, each .................................................. $ 5.00
Size, 30 x 60 inches, each .................................................. 8.50
Size, 50 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. 8

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 96 inches, for portion or floor rug, each .................................................. 15.00
One pair, matched .................................................. 27.50
Size, 72 x 96, floor rug, each .................................................. 30.00
Size, 95 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.—Page 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.

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>36 x 74 inches, each</td>
<td>$16.00</td>
</tr>
<tr>
<td>38 x 94 inches, each</td>
<td>$20.00</td>
</tr>
</tbody>
</table>

Prices for other sizes quoted on application.

All prices in this catalogue include prepaid delivery charges to the customer.
PUEBLO INDIAN HAND-WOVEN BLANKETS

PLATE IV.—Pattern No. 49

Pueblo Indian Rug

Hand-woven from native hand-spun wool throughout, in that color. 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. .................................................. $27.50
Size 73 x 66 inches, floor rug, each .................................................. $21.00
Size 96 x 120 inches, floor rug, each .................................................. $60.00

Prices for other sizes quoted on application.

For full range of this design see Plate No. 1, page 7.

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

Navajo Yarn Cushion Cover

Hand-woven from Navajo yarn. No colors and designs about as illustrated.

Each ..............................................................................................................

Swastika Cushion Cover

Hand-woven by Pueblo Indians from yarns crying and closely. Swastika rug on solid ground. Colors as illustrated.

Each 22 x 22 inches, each .................................................................

Navajo Cushion Cover

Hand-woven from native hand-spun wool in two sizes. Colors and designs about as illustrated.

Each 22 x 22 inches, each .................................................................

All prices in this catalog.
Navajo Yarn Cushion Cover
Hand-woven from domestic yarn. No two alike, colors and designs about as illustrated. Even and fine weave. Size about 24 inches square.
Each ........................................... $2.00

Swastika Cushion Cover
Hand-woven in Pueblo fashion from domestic yarn very carefully and closely. Swastika cross design as solid green. Colors as illustrated.
Size 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. 10). Other colors woven to order at the same price.

Prices
Size, 30 x 60 inches, each .................. $10.00
Size, 50 x 74 inches, floor rug: double row of crosses in center: each .................. 10.00
Size, 72 x 96 inches, floor rug; double row of crosses in center: each .................. 19.00
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 pairs. Ground-color usually deep Indian red, as illustrated; occasionally some orange and other colors in the pattern.

PRICES
Size, 36 x 60 inches, each........ 8.00
Size, 48 x 72 inches, each........ 12.00
Size, 54 x 90 inches, pair........ 15.00
Size, 50 x 90 inches, pair........ 25.00

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

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

PRICES
Size, 15 x 30 inches, each........ 8.50
Size, 25 x 60 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 coach covers, portières, and shawls.

Mexican Zarape No. 9
Mexican blankets are light-weight, warm and light. They are of high quality, and are woven in bold patterns and beautiful colors. They are of high quality, and are woven in bold patterns and beautiful colors. They are of high quality, and are woven in bold patterns and beautiful colors.
Mexican Hand-Woven Zarapes

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

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

No. A. Size 18 x 30 inches; like Illustration of No. B, each. ............................................. $2.00
No. B. Size 15 x 30 inches; like Illustration of No. F, each. ............................................. 3.00
No. C. Size 15 x 30 inches; like Illustration, each. ................................................................. 5.00
No. D. Size 12 x 36 inches; "Rainbow" blanket, with threading of stripes in rainbow colors, each. 6.75
No. E. Size 12 x 30 inches, like Illustration No. F, but without diamond center, each. ............ 8.50
No. F. Size 24 x 30 inches, as illustrated, each. ................................................................. 7.00
No. G. Size 18 x 30 inches; Mexican wide throw on frieze-colored ground as illustrated, each. 4.00
No. H. Size 12 x 90 inches; narrow fine weave and design, as illustrated, each .................... 17.50
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.

All prices in this catalog...
Navajo Indian Blanket—Chin-dee or Devil Pattern

Hand-woven from native hand-spun wool throughout in fest 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 headmanship 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 50 inches, good designs; colors red, gray, white, and black. ........................................ $25.00
Blankets, about 40 x 60 inches, the last woven and designs; colors red, black, gray, and white. ......................... 25.00
Large Navajo blankets for five nights, extra fine weaving, designs, and color combinations run about 60 x 80 inches. 25.00
Large blankets, the same grade, about 7 x 9 feet, fine selvage. ................................................................. 65.00

Terms and Conditions

All Indian blankets sold by us are delivered to the customer all charges prepaid. Our customers 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 encourage promptness in paying for articles promptly 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 fact, even 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 normal transportation charges incurred.

Method of payment makes order, express money order, bank draft, check, or registered mail. If by personal check, and fifteen days 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:

141-147 First Avenue, New York.

THE WICKlags, Eugene, Oregon.

The rag rug today, and I am stopping to tell the Christmas rush to thank you for it. I bought it at a good price, but I never saw anything to equal it. I commend your workmanship, and your workmanship, and your materials are second to none.

Growing, Montana.

J. W. S. Filia.

Mrs. E. S. Grigsby.

The rug and pillow top came as a present, and are both the most beautiful things of their kind I ever saw. I cannot begin to tell how delighted with them I am and how thankful I look.

New York.

Amelia G. Green.

We have the following publications, copies of which we shall be glad to send to persons interested, under the conditions named:

A Complete 34-Page Catalogue, the most beautiful work of its kind, profusely illustrated with selections of all forms of Indian and Mexican Handicrafts, including Navajo, Mexican, Quiche, Indian blankets, Indian pottery, etc.

Send to the address above receipt of 10 cents.

Special Buddhist Anchors, a unique, interesting book, produced more frequently than any other, containing interesting and illustrated articles about Indian and Mexican life, and the results of our frequent trips of native handicrafts. Send to any address for immediate charge of 10 cents for a single subscription or for five at a fraction of the cost.

Special out of India Furniture, 10 cents.

Special out of India Furniture, 10 cents.

M. E. L. Tracy.

We take genuine pride in our Indian Handicrafts. Anyone interested to give us the pleasure of supplying your requirements.

The Francis E. Lester Company, Inc.

Established 1899

Navajo Indian and Mexican Handicrafts

Mesilla Park, New Mexico