

Quilt History Tidbits -- Old & Newly Discovered

[Home](#)

[Remembering New York City](#)

[Carol Aimes](#)

[Jane Alan](#)

[Aunt Martha](#)

[Winifred Avery](#)

[Miss Clara R Brian](#)

[Nancy Cabot](#)

[Cappers Weekly, Wide Awake, and The Queen](#)

[Carol Curtis](#)

[Scioto Imhoff Danner](#)

[Drunkards Path and T Quilts](#)

[Ford County Illinois signature quilt](#)

[Bessie Freeman](#)

[Gadabout Patterns](#)

[1932 George Washington Bicentennial](#)

[Georgette](#)

[Grandmother Clark](#)

[Grandmother's Quilt Books](#)

[Mrs Grace Jones](#)

[Kansas City Star](#)

[Helen Kaufman](#)

[Martha Madison](#)

[Mary Ann Patterns and Monarch Pattern Service](#)

[Mary Lee Quilts](#)

[Mayfair](#)

[Esther Millison](#)

[Needlecraft Supply Company](#)

[Nancy Page](#)

[Peerless Fashion Service](#)

[Pennsylvania Quilts](#)

[penny squares](#)

[Quilting Clubs](#)

[Quilting Exclusif Magasin](#)

[Quilts in Newspapers](#)

[Patty Shannon](#)

[Spinning Wheel Patterns](#)

[Pearl Strachan](#)

[Margaret Techy](#)

[Fannie Smith Tobey](#)

[Lydia Le Baron Walker](#)

[Wedding Ring designs](#)

[Laura Wheeler and Alice Brooks](#)

[Hetty Winthrop](#)

[Wonder Package](#)

[Phantom Quilt Books](#)

[odds and ends](#)

[Just For Fun](#)

[Help with Identification](#)

[Help with Identification 2](#)

[for serious researchers](#)

[About us](#)

[Contact us](#)

[Evolution of Nancy Cabot quilt patterns](#)

Needlecraft Supply Company, Chicago, Illinois

This Chicago company marketed "everything for those who sew" during the 1930s. Company ads range from June 1932 to October 1940. In June 1932, the company was located at 4713 Sheridan Road, then 361 West Superior Street by 1935 when they released their *1935 Catalog of Patchwork Quilts and Art Needlework*, and finally 800 North Clark Street by January 1938. Ruth Ward's name was added to the company's advertising by October 1938.

Key ads that reveal the company's moves include *Royal Neighbor* (June 1932), *Mother's-Home Life* (May 1937 and January 1938), *Farm Journal* (December 1937), *Chicago Tribune* (January 24, 1938), *Home Arts, Needlecraft* (October 1938--October 1940), among others.

While located at 4713 Sheridan Road, the company published *Patchwork Quilts; How to Make Them; 100 Designs*, a 28-page booklet illustrating 103 pieced and six appliquéd quilt designs, a Lone Star quilt kit in plain colors or prints, and offered six appliquéd and embroidered quilt blocks from the Rainbow Quilt Block Company in Cleveland, Ohio. Full sized patterns or finished blocks were offered for 108 of the quilt designs (the other one was as a kit). The ©1938 edition of this booklet with the Clark Street address has 36 pages including the cover and offers numerous kits and quilting designs from McKim Studios.

Trademark Registration No. 350,757 for "small pieces of cloth fabric for making patchwork quilts" was granted to Needlecraft Supply, Chicago, Illinois, October 5, 1937.

An unrelated company with the same name was in St. Louis, Missouri, 3835-37 Finney Avenue, in the 1930s which was another business owned and operated by the H. M. Brockstedt family and essentially the same as Ladies' Art Company.

© Wilene Smith, September 13, 2010, all rights reserved

A small portion of the eight page *Art Needlework* catalog from the Needlework Supply Company in St. Louis that includes an ad for the "new and enlarged" LAC catalog "containing over 500 designs for pieced and appliquéd blocks" which suggests a ca. 1922-28 date for this catalog. The name and address seen here appears on six of the eight pages.

IDEAL ADJUSTABLE HOOP
This hoop, the most adjustable metal hoop on the market, is made of highly polished metal, and is light and easy to hold. Size, 8 in. only, 30c. per pr.

TRANSPARENT TRACING PAPER
Size 24x36 12c. per sheet.

FINGER SHIELD,
Celluloid, 10c.

QUILT PATTERN BOOK
Our new and enlarged Quilt Book containing over 500 designs for pieced and appliquéd blocks, quilting designs, 25c.

NEEDLEWORK SUPPLY CO., 3835-37 Finney Ave., ST. LOUIS, MO.