

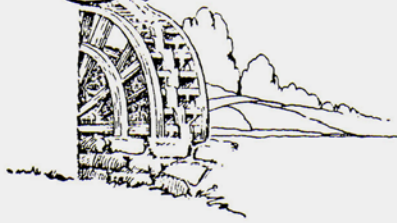
Mr. John Robert Crouse, Sr.



Hartland Area Project

- Began in 1931
- Introduce the rural people of the Hartland Area to many cultural opportunities
- Created departments for Arts & Crafts, Music, Teachers, Drama, Agriculture and more
- Crompton Crafts a result of this project

CROMAINE CRAFTS



*Things Useful
and Beautiful
Hartland, Michigan*



Cromaine Crafts

"Our ideal and aim is to create things useful and beautiful."

Osma Palmer Couch-1933

- In New York she was a well known weaver
- She was hired by Mr. Crouse
- After months of planning a weaving studio opened in the old mill
- Joint effort offering “fruits” of the mill and products of the crafts-weaving, baskets, handmade books & woodwork



Hartland Area Mill-1934



COME to the MILL
and
Cromaine Crafts

Sunday, February 11
2 to 4 P.M. Inspection of Mill
4 to 5.30 Program, Music Hall
5.30 to 7. Refreshments at Mill

FREE SAMPLES OF FLOUR FOR EVERYONE

Site of Hartland Mill today

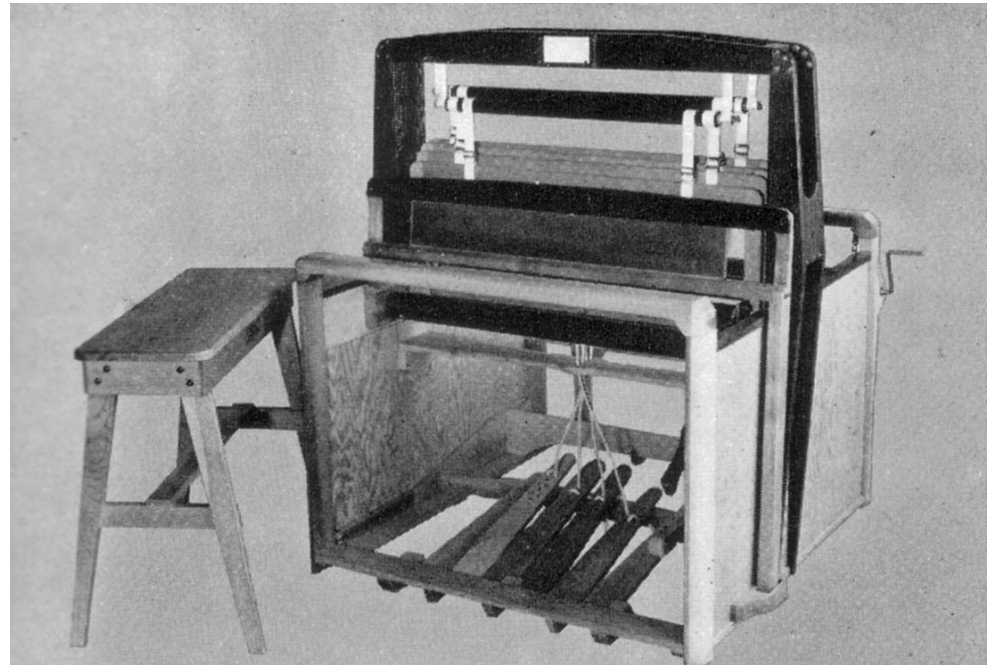
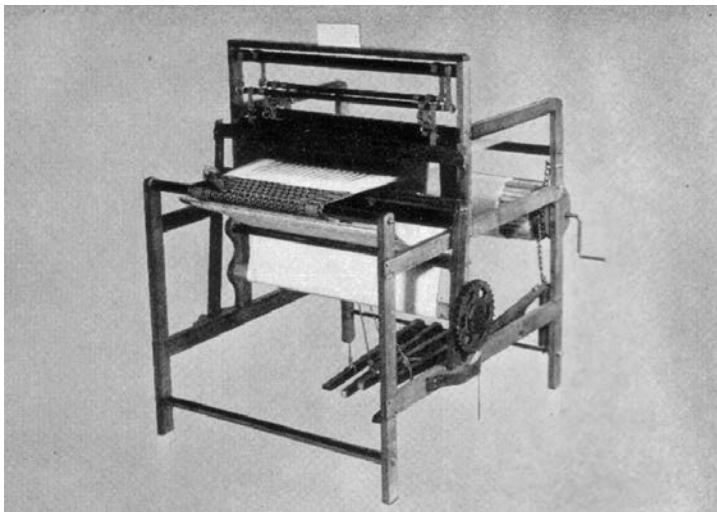
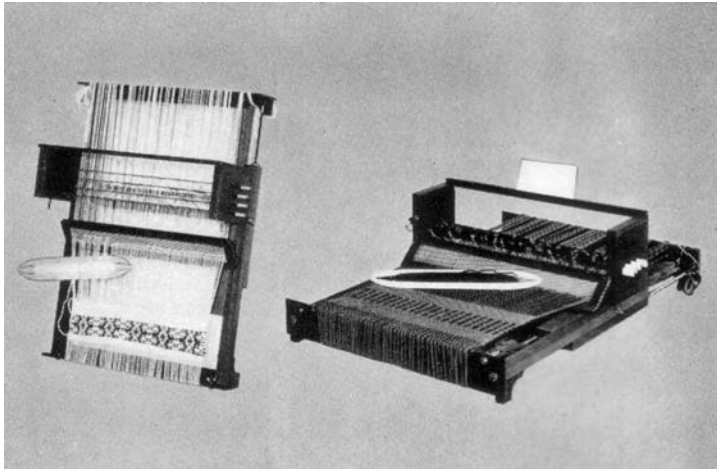


Cromaine Crafts Loom shop

- Local woodworkers, began making looms in lower level of mill
- Known as the Men's Craft Shop
- Friend Milo Gallinger, a designer and producer of furniture added his expertise
- Outgrew mill and moved to old tavern on Avon



Hand Weaving looms



Gladys & Rachel Marshall hired from Berea, Kentucky



Weaving for pleasure or profit

Goal to become widely known for quality of work

Instruct children and adults in the art of weaving

Through the efforts of workers on the farms or craft shop they should be able to earn a profit

Earned money by piecework or by the inch earning a profit of 1cent per inch.



Eunice (Youngs) Epley trained

- Weaving classes offered young women the opportunity to excel to the level of instructor
- Eunice (Youngs) Epley was trained and sent to surrounding towns and to Chicago to teach weaving
- Teachers in the Hartland Schools were offered a loom or weaving lessons through the Hartland Area Project “Helping Teacher” Program



Weaving instruction-1935



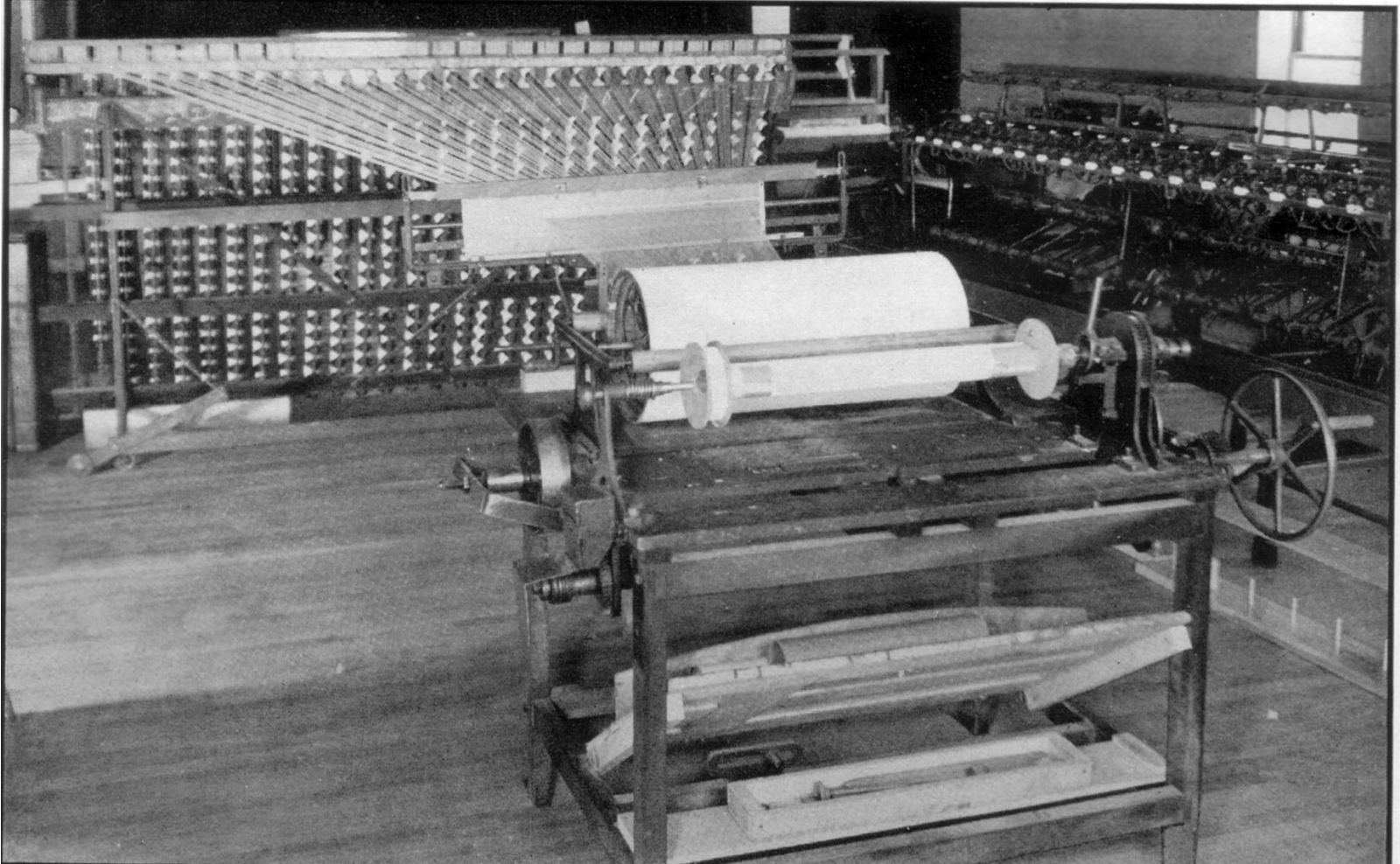
Spinning & Basket weaving classes offered



Preparing spools of thread



Warping room



Martina Lindahl-1935



- Summer 1935
additional instructor
needed
- Hired to teach
spinning and weaving
in new Cromaine
Crafts home

Farm wives taking lessons-1937

- Craft movement grows
- Lessons expand and enrollment increases
- By 1938, 130 people had been taught the art of weaving
- 169 receive instruction through bulletin throughout the country
- Idea of a Junior Weaver's Guild is result of successful summer school



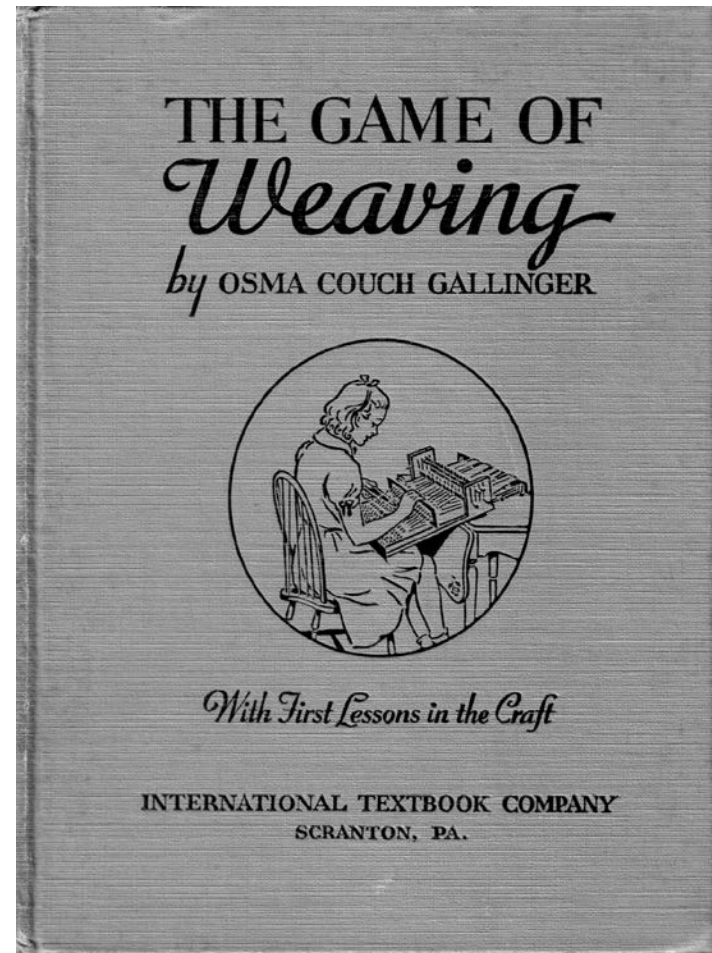
Junior Weaver's Guild-1937

- Children ages 8-13 held exhibit in Howell
- Demonstrated weaving & spinning in the window of Suttons Hardware in Howell
- Resembled those given by Josephine Couch in New York at Radio City, Rockefeller Center and in Hartland
- Students demonstrated craft at NEA convention in Detroit



The Game of Weaving

- Inspired by the boys and girls learning to weave in Howell and Hartland
- Students gave her the ideas on what other children would like to know.
- Book helps to nurture creativity
- Highlights two senses-sight and touch
- Learn form & color through observation with their eyes and plan texture by feeling with their fingers



First National Weaving Conference at Waldenwoods-1938



Conference workshops and classes at Waldenwoods



Hartland Area Craft Shop-1939



Private home today



Hand Woven Samples

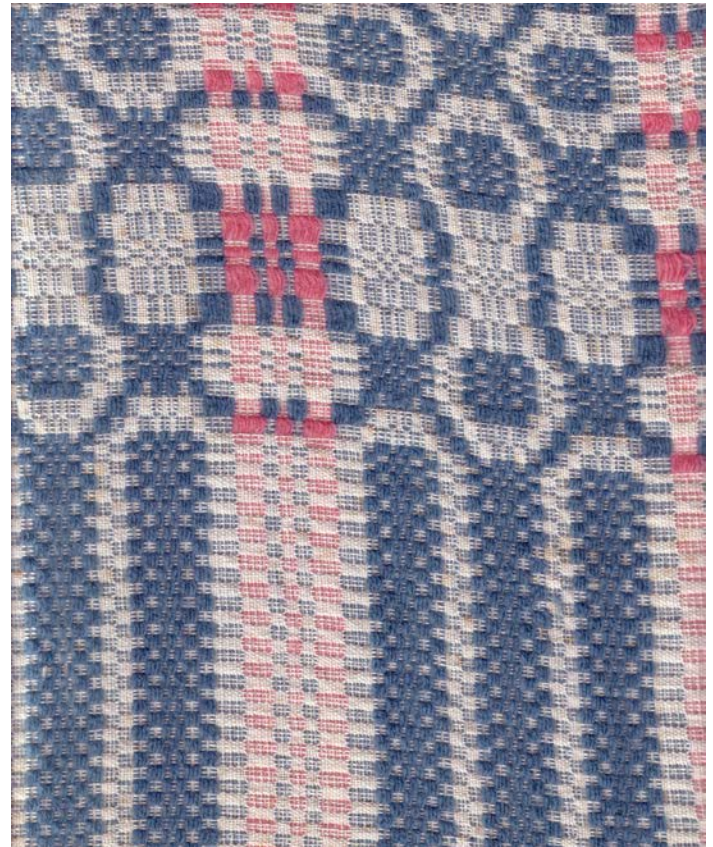


- Both Cromaïne Crafts and the Hartland Area Crafts offered a variety of “useful & beautiful” items for the home
- Samples of yarns would be used to match colors to a set of dishes before weaving napkins or placemats
- Purses, ties for men, drapes, blankets and rugs were also created

Samples with manufacturer's labels



Bedspread with Custom Colors

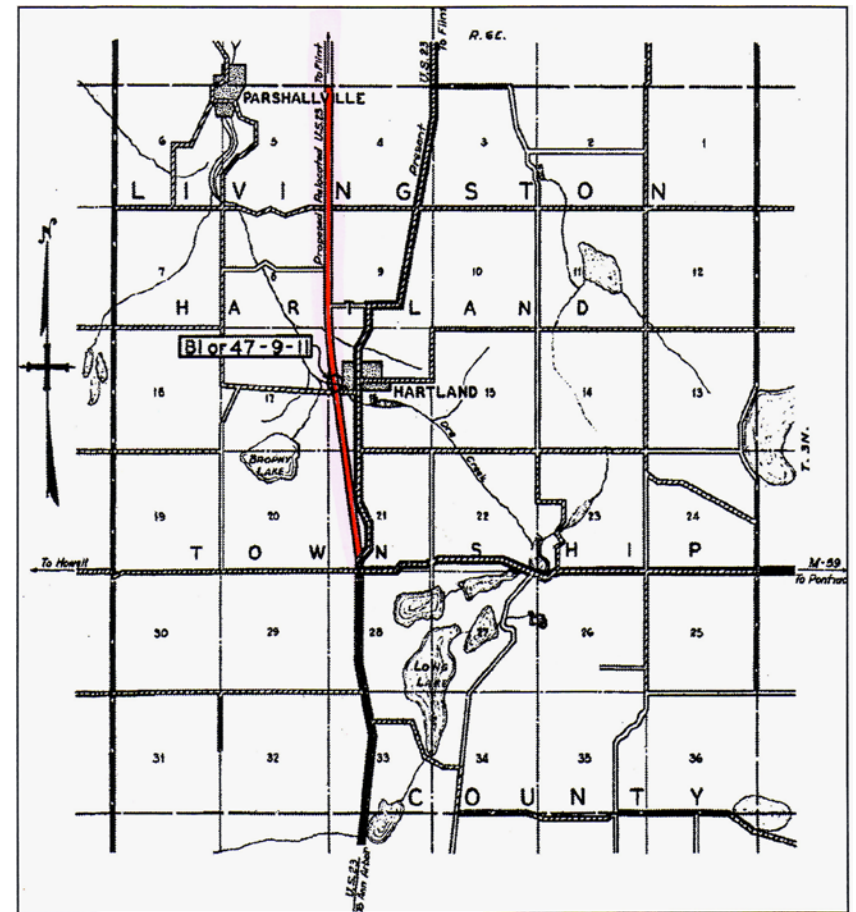


Tea towels and napkins



New Route for US 23-1939

- 1933 Long range development plan for US-23 from Ohio state line to Alpena began
- Paved surface
- Disruption while widening
- Controversies with the proposed route, additional land needed, relocation and demolition issues
- Second phase completed in 1962



Map Courtesy of THE MICHIGAN DEPARTMENT OF TRANSPORTATION

Avon Street Today



Lindahl Custom Looms-1946



- Brick store opens in 1946
- Clifford built first loom in high school
- Clifford purchased brick store from the Crouse estate in 1951
- When he returned from service he began making them on a custom order basis
- Gained reputation for unique looms to help handicapped individuals make a living
- Built looms until 1959

Antique Store today



Martina Lindahl-1951

- Martina ran Craft Shop across the street until failing eyesight caused her to retire in 1951
- Continued to offer spinning lessons to students from home
- She experimented with spinning any kind of animal hair or vegetable fiber
- Continued weaving and spinning into her 70s



Ayliffe Ochs-1957

- Purchased Hartland Area Craft Shop
- Helped to energize renewed interest in weaving
- Guilds visited from Detroit for classes
- Sold items at Detroit Institute of Art
- Helped to form a statewide association to promote weaving as a craft in the state
- Organized the conference at Waldenwoods



First Michigan League of Hand Weavers Conference-1959

In 1959, 500 registered hand weavers in Michigan and 650,000 in US

85% of textile designs are worked out on hand-looms

Many weavers came to teach

In 2009 MLH celebrated 50 years.



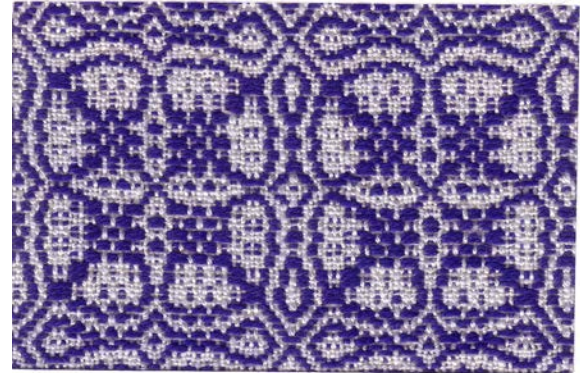
Spinning workshops offered



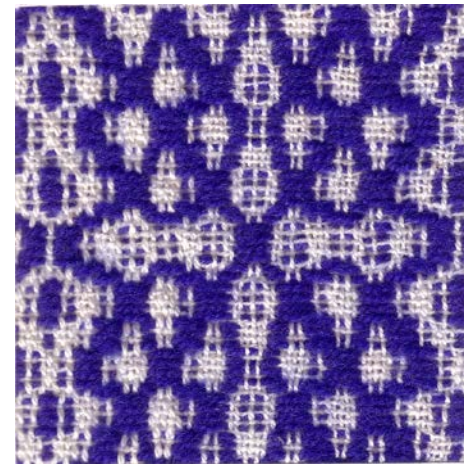


Samples from patterns circ 1935-40

Bertha Hayes
designed and named
the weave structure
after each conference
held at Waldenwoods

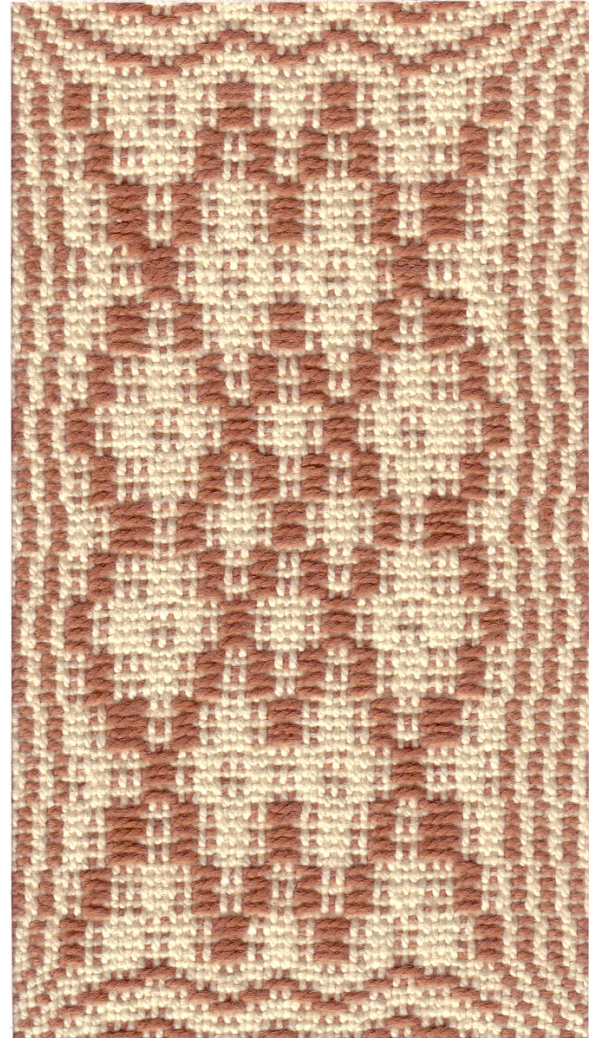


Waldenweave
Flower of Cromaine



More samples

Gallinger Gem named
after Osma Couch
Gallinger who began
the Cromaine Crafts
program in 1933.



Black Sheep Weavers-1975

- The objectives of the guild are to promote an interest in hand weaving and related fiber arts; plan informative programs that stimulate interest and develop skills; and to establish and maintain ethical and professional standards
- Guild currently has 60+ members with interests ranging from weaving and spinning to surface design, felting, papermaking and doll making



Black Sheep Weavers - Workshops



Weaving study Group



John Robert & Fanny Crouse

The weavers, customers, and visitors who shared the beauty of this craft can direct their gratitude toward the intellect, values and philanthropic efforts of one individual.....

John Robert Crouse,
Sr. & his Hartland
Area Project.



Cromaine Crafts Plaque



Resources

- Hartland Area Historical Society
- Cromaine District Library local history archives
- Detroit News archives held at the Walter P. Reuther Library at Wayne State
- Robert and June MacBride
- Crouse/Clark family archives
- *Community Life* newspaper
- Black Sheep Weavers Guild scrapbook
- *Hartland Memories & Milestones*
- *Hartland: Weaving the Past with the Present*
- Rita Bullard, research archivist at EMU