

THE **KentuckyHistoricalSociety** PRESENTS

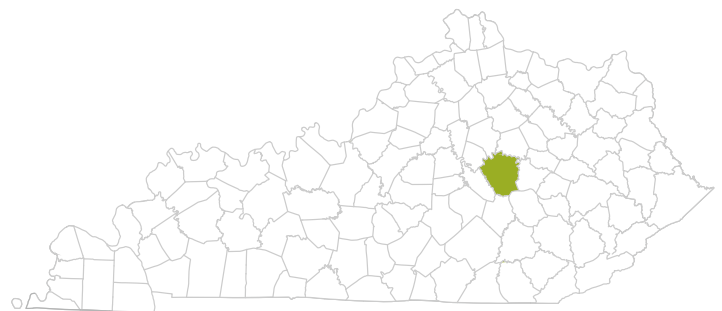
LEADERSHIP & LEGACY IN KENTUCKY HISTORY  
**ELEANOR CHURCHILL | 1888-1981**



*This Churchill Weavers stereocard advertisement from 1952 shows a throw produced for Greyhound Bus. (Churchill Weavers Collection, Kentucky Historical Society)*

**Learn more** about the Churchill Weavers Collection at the Kentucky Historical Society.

**MADE IN KENTUCKY** – Eleanor Churchill created a national market for Churchill Weavers, the company she started with husband David Carroll Churchill in 1922 – and she did it without marketing experience. Eleanor beat the pavement in New York and other big cities showing samples of the company’s handwoven goods to high-end department stores. She used models and color photography to fill catalogs and advertisements with images that appealed to the urban consumer. Her strategies worked. Consumers of Churchill Weavers products ranged from the expectant mother buying a baby blanket and the Duchess of Windsor purchasing a stylish cape to Greyhound Bus commissioning throws for passenger use.



Madison County

**KentuckyHistoricalSociety**



100 W. Broadway | Frankfort, KY 40601 | 502-564-1792 | [www.history.ky.gov](http://www.history.ky.gov)

The Kentucky Historical Society is an agency of the Tourism, Arts and Heritage Cabinet.