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Monday - Saturday:  
8:00am-5:30pm  
(Closed Sundays)

# YODER DEPT. STORE NEWSLETTER

Volume No. 2, Summer 2006

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## Store Wide Excitement Over New Lighting!

Many of our customers have noticed changes in the store. Some times they ask, "What is different?" standing amidst furnishings that have always been a part of the store. And we know it is the lighting. Other times a customer will exclaim, "Wow, it's brighter back here, I like it!" We like it too. It is easier in the fabric department to match colors. In other parts of the store it's easier to identify products available.

## Annual Sidewalk Sale

There is a stir in our store as we make plans for the annual August Sidewalk Sale. It is the first two weeks of that month. Perhaps you remember last year we celebrated 60 years of business with a tent on the lawn with sale items in the tent and in the building. With or without a tent, we will still have

the sale in the store and in the hall. Mark your calendar for July 31 to August 12. We are looking forward to seeing you.

## FABRIC DEPARTMENT

### Memorial Day 2006 Party!

Customer response to our special guest, Lynette Jensen, was completely gratifying. Nearly 300 quilters participated in activities surrounding the holiday and this nationally known author/designer. Responses from participants have been overwhelmingly positive. Many asked who we will be inviting next year, and the wheels are in motion to contact our next special guest. Watch for an update as plans progress.

If you have any ideas to make this kind of experience more pleasurable, please e-mail or write. We would love to hear from you.

### Summer Sewing Classes

Summer is such a busy time; many sewers find gardening, county fairs and ball games to be big consumers of their free time. "By appointment only" scheduling allows you (and maybe a friend or two) to carve out the time you want for sewing assistance. At \$6.50 per hour per person, you will find this rate compatible with other sewing classes in the mid-west.

### Fabric Finds

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A wonderful new line is bursting on the scene from RJR Fabrics. *“Make it U”* is a new initiative by RJR to get a younger crowd interested in quilting. They have introduced a new quilt *“Express Yourself”* comprised of bright bold colors rendered in exciting graphics for the young at heart. You can learn more about this exciting project at [www.makeitu.com](http://www.makeitu.com). RJR is offering a free pattern with the purchase of the required yardage. We have precut and assembled the yardage and pattern for customer convenience. (Please note: many of our kits contain instructions. Occasionally, packets are assembled with yardage only. Why? Because some are from books or booklets customers may already have. We wouldn’t want to require them to purchase a duplicate book.)



Other new and luscious fabrics are found in the wool and washable wool section of the fabric

department. Beautiful to the eye and hand, new tweeds in acrylic, nylon and other synthetics have arrived. The colors vary from a deep red raspberry to pink to pale earth tones. These fabrics are just right for the raw edge jackets and skirts that are so popular today.

Christmas fabrics are on display and more are arriving almost daily. Thimbleberries Christmas collection “December Day” is here. Hoffman Christmas fabrics are expected any day. Makower Co. “Christmas Cats” is selling fast. This is a whimsical, cheerful fabric with metallic accents. Moda has named it’s holiday collections “Mistletoe Manor” and “Cold Winter Noses.” Some of these pieces are already on the sales floor. Also by Moda is “Winter Rose” to coordinate with “Bound for the Prairie” by Kansas Troubles. We have selected fat quarter bundles of these softly designed prints. Our double-faced quilted fabrics with their coordinates are cycling through quickly. It amazes me to see the variety of colors and styles available in these high quality durable fabrics.

August 10 to 13, the fabric department will have a booth at the **Quilters’ Fair in Cincinnati, OH**. We will have up to the minute fabric selections, fat quarter packets and quilt kits for sale. We plan to have a sampling of notions and other related items available also. Stop by and say “Hi”; we will be looking for you.

### **We Have More Than One Notion**

New in the notions section of the fabric department is **wool roving** and embellishments. What is wool

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roving? Its carded wool sold in packages to be affixed to other fabrics with a needle-felting tool. It is not a twisted yarn. Neither is it a raw wool or wool batt. The finished product is machine washable. Sounds amazing.

A new selection of Mary Englebright tins as well as designs by Moda has arrived. A few other things that caught my eye are the Grip-n-Grip. It is simple and extremely useful yet difficult to explain. It will hold your fabric squares for writing, coloring, marking transfers, etc. It is placed under a section of a larger piece as you work or under your sewing machine or serger to keep it from walking across your work surface. Machine embroiderers like it because it holds the bottom hoop in place **and** the fabric you position until you fit the top hoop in place. It feels really sticky, but leaves no residue on any surface that I've tried. It will surely become an indispensable tool in the sewing room.

I also noticed the Fiskars micro tip scissors Limited Edition pink handle and Pink Ribbon pin. Fiskars is donating a minimum of \$30,000 to the Susan G. Komen Breast Cancer Foundation.

One more new item (and we are nearly sold out) is Miracle Markers by Miracle Chalk. It feels waxy, is shaped like a two-edge wedge, and is removed with the steam iron. Do test on each new fabric.

## SHOE DEPARTMENT

**Crocs, Crocs and more Crocs!**



Crocs are flying out the door! We have also added the Croc flip-flops and Crocs latest model the "Scute". It is Crocs version of the classic slide sandal. They are both available in all black and black with bright color foot beds. For the lighthearted there are brightly colored two tones orange, lime green, hot pink, turquoise and more! Take advantage of our online shopping by completing a secure order form. You will receive flashy footwear right at your door!

The customizing Jibbitz™ are here and as popular as the Crocs themselves.



## MEN'S and WORK WEAR

We still have a limited edition of Toby Keith straw hats on a tall display near the checkout before the shoe department. Likewise, we have the traditional

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men's hats in straw and cloth. We also have a very attractive fedora with cloth brim, mesh vent side and cloth top crown. It comes in a variety of khaki shades. I recommend the light stone color if you have blue eyes and a soft gray beard. It looks fantastic.

Good news! We are expanding our Wrangler line, including new George Strait styles. From July 24<sup>th</sup> to September 9<sup>th</sup> we are participating in an **Everything Wrangler Sale**. By completing a rebate coupon you may receive up to 20% everything Wrangler, mens, womens, and kids!



As of May 2006 we are now officially a Dickies Brand Representative, carrying the uniform work pant and their bib overalls. If you've never owned a pair of Dickies, it might be worth it to try them and compare them to the comfort, quality and price of your favorite brand.

We have new John Deere T-shirts printed with images of antique tractors and emblems. If you have a sense of humor, you might like the "Save a horse, ride a tractor" tee shirt. I'm sure this one will go fast.

### LADIES and CHILDREN: Summer Colors, Summer Cool!

We have received another selection of very attractive blouses from Wrangler. They appear with the Aura Line under the Wrangler brand. The construction lines are classic and flattering with unpredictable yet stylish details. The tailoring details are sure to impress. Even though we are in the middle of summer, fall items are arriving daily and selling as quickly as they arrive. New micro-fiber quilted jackets from Bobby Chan are in soft-color solids. Other designers are combining quilted micro-fiber panels with knitted sleeves, backs and necklines. Pretty long sleeved weskit blouses with embroidered detailing are a must see. No tucking in, they pair with slacks or skirts and dressing up or down, as you like.

### In the Children's section



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For boys or girls you will find bath puppets. Clean fun in the tub. These are little gifts from Shipshewana that will be used on a regular basis. Is it possible to say this of all the souvenirs you find?

## DOMESTICS

The hot item has recently been the terry cloth tablecloths. Textured terry on the top, the bottom is smooth for stable setting of glasses and dishes. The matching napkins are generous in size and comfortable weight (i.e. not too heavy).

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