



Welcome to the Yoder Department Store Newsletter

Dear Matt,

We are excited to provide you with product and department news, tips and highlights about what's going on in-store and around Shipshewana!

We send specialized messages from each department: Fabric, Clothing & Apparel, and Shoes. *To change or update your interests to receive emails about specific products, please click the link at the bottom of this page called "Update Profile/Email Address".*

New Inside, Outside and Online!

Drive up to the south side of the building (left side) and you may notice a few changes.

Our **new entrance and cashier stations** are functional and open for business! Coming just for fabric? Park on the building's south side and enter directly into that department!

Additionally, a colorful new Barn Quilt was installed in late June, and we think it balances our collection quite nicely!



We are also pleased to offer **free shipping within the continental U.S. for online orders of \$100 or more!** To make it even better, this is *not* a limited time offer! We want you to shop and buy with confidence, whether it's in the store or online. Simply use the coupon code "FREESHIP" when checking out online!

Shoes



Spring Step has done it again!

Spring Step brand has a new shoe collection following after the extremely popular "Lollipop" collection! The new collection called L'Artiste highlighted colorful sandals for the summer season, and now features beautiful leathers paired with the comfort that is standard with Spring Step. Stop in or shop the collection [on our website!](#)

[website!](#)

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COMING UP:

Fall Crafters Fair, October 3 - 5: Local artisans will sell their works in our hallway, including wooden banks, doll clothes, paintings and jewelry, in addition to crafters and entertainers around the town!

KEY Days Sale, October 19 - 26: Save on your favorite KEY brand apparel! Check in store or online that week for sale details!

Winter Hours Begin, November 1: We will be open Mon. - Sat. 8 am - 5:30 pm, through Memorial Day

Shimmer Walk & Light Parade, November 9: Join us in Shipshewana for the start of the holiday season with the light parade that begins at dusk. Trees throughout town (and here) will be decorated and lit

Let's Go Outside!

Outstanding outdoor shoes by Merrell offer supreme comfort, whether you are doing extreme hiking or casual walking. We are pleased to offer a variety of styles for a variety of needs! Men's and Women's styles are available [on our website](#), with more styles available in-store!



As always, stop in for a personalized sizing and fitting by our customer service associates, no appointment necessary!

through New Years Day!

Chocolate Day,
November 16: World-renowned pastry instructor Elizabeth Parvu will join us for chocolate molding demonstrations, and we'll have free chocolate and coffee! More details to follow!

Thanksgiving,
November 28: *We will be closed for the day!* Enjoy your holiday! Open 8 am - 5:30 pm on Friday and Saturday.

Wana Night Out,
December 3, 3 pm - 8 pm: The big annual sale starts at 3 pm here with everything in the store and online 25% off! Don't miss it!

Kid's Day,
December 7: Children age 1-12 may pick up a free passport and itinerary from 10am - 1pm at the Davis Mercantile and then travel throughout Shipshewana (and here!) for free activities!

Merry Christmas!
Christmas Eve, December 24: *We close at 2 pm through Christmas,* resuming regular hours the 26th.

Ice Festival,
December 27 - 28, 10am: Ice Festival kicks off Friday with teams of carvers



Clothing, Accessories & Housewares

KEY Days Sale

Our bi-annual KEY Days Sale will be **October 19 - 26!** That week select KEY brand adult bibs, children's bibs and adult 5-pocket jeans will be \$5 off! Mark your calendar and check back that week either in-store or [on our website](#) for sale details!

Buy 3 Get 1 FREE Wigwam Socks Sale

Perfect for Christmas giving, from **October 4 - 31** you can stock up on our #1 and #2 customer favorite Wigwam sock styles during our Buy 3 Get 1 Free sale!



The sale includes the [Wigwam Merino Comfort Hiker](#) available in 8 colors, and the popular 60/40 wool and nylon blend [Wigwam 625](#) available in 2 colors. See Wigwam sale socks [on our website](#) from October 4 - 31.

Get the House Ready for Christmas!

We have a great selection of Christmas items for the house, like place-mats, tablecloths and more coordinating items! Great for gifts or for yourself!

Fabric & Notions

Think Gifts!

The Fabric Department is a great place to start your do-it-yourself Christmas gifts! We have a beautiful selection Berroco brand yarns and patterns. Check



them out [on our website](#), and if you don't see what you're looking for please give us a call and we'll try to help you out!

If you've spent any time on Pinterest or sewing blogs, you may have noticed that aprons are very popular right now! We have adorable Apron Panels available for a great beginner (or just quick) project! Stop in to pick out everything you need for a personal gift!



It's not too late to begin your Christmas projects!

If you wish to receive more frequent updates for specific products, please update your profile by clicking the link below this message. You can also ["Like" us on Facebook](#) to stay updated on activities, sales and products!

Don't forget to use the coupon code "FREESHIP" when you check out online to get FREE SHIPPING on your order of \$100 or more!

From all of us at Yoder Department Store, we wish you and your loved ones a safe and happy holiday season!

Sincerely,

Heidi McHugh

Yoder Department Store

creating sculptures throughout town, then the carving competition and chilli cook-off on Saturday!

Happy New Year!

December 31: *We close at 2 pm*, resuming regular hours January 2, 2014.

