



State Road 5
P.O. Box 245
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Monday - Saturday:
8:00am-5:30pm
(Closed Sundays)

YODER DEPT. STORE NEWSLETTER

Volume No. 4, Spring 2007

In this issue:

Store wide	p. 1
Fabrics	p. 1
Notions	p. 1
Shoes	p. 3
Men's and Work Wear ..	p. 4
Ladies and Children's ...	p. 4
Domestics	p. 4

STOREWIDE NEWS

We are saying good-bye to some of the familiar faces here at Yoder's Department Store. If you are a long time shopper here, you realize that many of the clerks have been around for "as long as I can remember". Some have stayed with us into their 70's and 80's. What a wonderful testimony to the consistency of values of this store from the point of view of both employer and employee.

As these valued friends leave, new and wonderful people are finding a place with Yoder's. They are being counted on to continue the Company's philosophy of doing unto others, as you would have them do unto you. This is translated into a fair price for quality goods along with courteous service. We are always ready to do our best to help you. So please stop in to say "hi" to old friends who remain and to the new ones you will find.

Windows!

Surely you have seen the beautiful displays in our store, now look for window displays! Coming this spring we are adding new windows to the front of the store. If you stay in town and are taking an evening stroll, walk by for a glimpse of what we have in store for you at Yoder's.

What Happened to the Newsletter?

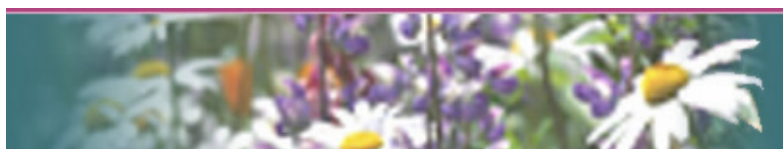
Finally, we have our own in house computer technician. This should help tremendously with the timeliness of our quarterly publication.

Souvenir T's

We are very excited to announce that we are now receiving our new souvenir T-shirts custom made just for us from a local screen printer. We have two designs to choose from in six colors! These shirts are for Men, Women and Children. The two designs are developed from pictures taken in front of our store so they obviously reflect our Amish Country atmosphere. One includes a Windmill and the other a row of Amish Buggies. See them in person or order from our website.

FABRIC DEPARTMENT

There are three exciting developments here in the fabric department; Artist of the Month, The Clothes Line Club and Strip Club.





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Artist of the Month

We have begun to feature the works of one fabric artist each month. Their works are being displayed in a special place of the store. A photo of the artist and a short biography are also on display. Artist of the month goes beyond quilting to include any kind of needle or fiber art. If you have someone special to nominate, feel free to drop us a line or let us know when you are in the store.

Strip Club!

This is a brand new club for the store. The club makes it quick and easy to do a quilt. The project uses of pre-cut stripes to save you lots of time! We even have some quilt guild members piece the entire top while in town at a local hotel for the weekend. A new pattern is used each month. The Strip Club meets the third Saturday of the month in the fabric department. For the month of May we meet on the 12th because Nancy Odom is coming on the 18th and 19th. You may join us at 10:00, 12:00 or 2:00. No fees! Just come and see a new pieced quilt top and learn how quick and easy it is to put together.



In June, the Clothes Line Club will begin. If you have a passion for 30's reproduction fabrics, this is the club for you. The club will meet the first Tuesday of the month in our classroom. There will be small projects, recipes, discounts and more. Click on the tab on our home page labeled Activities for more details.

They have Arrived! The **Dick and Jane** fabrics are here and selling very well. You will be pleased to see the picture colors are as we remember them. The coordinating fabrics may surprise and delight you with shapes echoing the stripes of Dick's shirt, the balls used in the stories and the colors of all the pages.



One grade school teacher bought the 2 panel prints to decorate the classroom bulletin board. And she uses reprints of Dick and Jane as auxiliary reading material as she teaches reading.

Beatrix Potter prints are also in stock. How cute for a little girl's pinafore or a little boy's shirt/short set or best of all; a baby quilt or comforter for all year long.

Other new collections Paisleys are a theme we are seeing this year in so many of the spring collections. South Seas Imports collection, called "Gossamer Petals", contains a paisley. As the name implies, the colors are soft and fresh for spring. RJR uses the bolder colors of summer in their "Caught Up In Stitches". Their paisley print is a bit denser but with fine lines to balance the strong colors. P&B includes a paisley in a collection of reds, browns and blues called "Alexandra". This collection has a feel of romance and nostalgia.





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“Winsome” from Bernartex is a beautiful collection which mixes well with their previous offering “Angels Among Us”. This collection has a book of baby quilts designed specifically for it.

Another collection worth mentioning is Marcus Brother’s “Metro Blue”. Done in turquoise blues and browns it looks like a print of a popular designer’s handbag. We have already had to reorder this beautiful collection.

There are always new novelty fabrics arriving. We have new music prints, and some new patterns for the carpenter in your life. You will also find new arrivals from Laurel Burch.

Sewing Classes

We have been experimenting for about a year and a half with class offerings. Tuesdays seem to work well for quilting classes. The **Beginning Quilt Making Class** will be scheduled the 2nd, 3rd, 4th and occasional 5th Tuesday of each month as classes are filled. The class schedule will be 9:30 to 11:00. The afternoon class will begin at 2:30 and run to 4:00. An evening class can be arranged as the need arises running 1 and ½ hours each.

The **Tailoring** Class is modeled after a masters level university course. It will focus on the individual needs of the seamstress, the skills she wishes to acquire and shortcuts she wishes to learn.

Because of the highly individualized nature of this course, schedules are coordinated with the students. The registration will require a minimum of 4, one-hour classes with the option to add sessions as needed.

SHOE DEPARTMENT

In the last newsletter, I asked what would be next from the makers of Crocs™. Well the answer is now in the store. I can’t begin to tell you how many hundreds of Crocs™ have passed through our store. The new styles include 3 new variations of the classic flip-flop. The Cleo, has a strap over the toes and the ankle. There are four other new styles; Croclings, for small children, Mary Jane’s, for women and girls, and the Endeavor which has a solid toe box and a heel strap and lastly,



Crocling



Cleo



Capri

along with new styles are new Crocs™ colors. Soft pastels are on the scene, lavender has a lovely pearl like luster, cotton candy, and seafoam are now available. And Jibbits . . . if you don’t know what they are, come and find out. HINT: They go with Crocs™!





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The newest brand of shoe for men here at Yoder's is H. S. Trask. This company has long been raising their own bison and antelope leather in the USA for many years. These shoes are high quality and very stylish. Our first order is due in the store any day. We will have additional styles available for fall.

MEN'S AND WORK WEAR

"A handsome hat for a handsome man." You may hear this phrase in the men's department. Caps and hats in all sizes and many styles are here. Find one or two to fit your lifestyle needs. Suspenders are another accessory for men we carry in a wide array of sizes. Belts, jeans, shirts and work clothes for men can be found in big and tall sizes in Lee®, Wrangler®, Key®, Dickies®, Big Bill® and Big Smith®

We have a nice selection of short-sleeved dress shirts in pastels and whites for the spring and summer.

Our short-sleeved novelty shirts went so well last year we expanded this area to include T-shirts printed to match. Themes include fishing, hunting, antique and racing cars from North River and Woodland Trails. In cotton and cotton blends these handsome prints are comfortable and fun to wear!

LADIES

Pretty, short sleeve pullovers with spring embroidery including flowers butterflies and bows are here. Beading is also big this year, found on knit tops and spring sweaters. Other embellishments include shells, buttons and cording. One unusual and attractive t-top is printed with life size zebra striping with a "bone" or "primitive

metal" detail at the neckline. It would look great with a straight brown skirt, espadrilles and a broad brimmed straw hat.

To complement your outfit our selection of hats and handbags has grown to provide you with a great selection. Spring and summer straws and canvas, both hats and bags, are on display in a variety of colors and styles. And if you venture into shoes, there are even more handbags manufactured to match exactly the leather of your shoes.

There are such cute things that come into ladies department and so often there may be only a few in any one size with no reorders possible. I advise you get it when you see it!

CHILDREN

Children's wear is fairly settled right now. The basic Osh Kosh is always available. We have a continuous stock of sunbonnets for little girls, their dolls and their moms too.

John Deere T's are restocked regularly. And ruff and tumble jeans can be purchased for boys and girls. There are always a few items featuring Shipshewana scenes, and a few novel but practical items for children to enjoy such as character bath mitts.

DOMESTICS

Come see the practical and the beautiful. Table coverings and kitchen linens are here in a wonderful selection of seasonal designs and lovely pastels.

