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

YODER DEPT. STORE NEWSLETTER

Volume No. 6, Summer 2008

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Semi-Annual Red Wing Factory Sale

Our Red Wing event is scheduled for March 20. It is a day of preordering only. Your feet are measured and fitted to the proper style of Red Wing. Your order is assured (subject to factory availability) with prepayment. Pick-up date is April 16 or you may make arrangements for us to ship your shoes to you. No waiting at checkout. Sorry, but no returns, refunds or exchanges for this promotion.

STOREWIDE NEWS

Our Key Days event is coming. March 15 -22. This is a week event of trading in your old bibs. For *each and every pair of bibs you bring in-you'll get \$6.00 off each and every new pair of Key Bibs you buy!* Other discounts are in effect without a trade-in. Key Unlined coverall, green \$19.98 after \$10.00 discount. Key work jean \$9.98 after \$4.00 discount. Four dollars off Key Men's work jeans, dungarees or bibs including flannel lined jeans. Staff will be on hand to help you find the right Key overalls and accept your trade-ins. See you!



FABRIC

This year our guest fabric artist is Darlene Zimmerman. She designs patterns and fabrics using 30's prints. We do have a chapter of her Clothesline Club, which meets the 2nd Tuesday of the month. There is no charge to join and for those who are present the day of Club, the Darlene Zimmerman fabrics are discounted. Club meetings include history lessons of a pattern or print, "how to" of the featured pattern and a time of sharing accomplishments, problem solving and offering encouragement and support to one another. You may join at any time.

Clothesline Club



February project



March project





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Darlene Zimmerman
June 20th and 21st, 2008



On Saturday June 21st we have scheduled a luncheon followed by a seminar at the Blue Gate Restaurant. Friday June 20th is a workshop in which Darlene will demonstrate her tools and techniques. This hands on workshop is limited to 20 persons. We will meet in the Bernina Sewing Center just next door. You may bring your own machine or you may rent a Bernina for the event. For more information about the patterns we will be using, the availability of kit options etc., go to our home page and click on the activities tab then scroll down to the events. Registration forms will be there also. They should be up soon.

Now in bridal, atop the trims display, we have designated a place for “featured item of the month.” Each month a new product will be displayed. We have had stained glass designed to look like quilt blocks. Not shown but also included is a stand from which the piece hangs. The colors show darker here than in the store. There are two other designs also available. Come take a look. They would be lovely in your sewing room window.



Bridal on the Road

Our customers from near Fort Wayne may have seen a few of our employees at the Bridal Show in Fort Wayne last month. Our booth showcased a selection of the fabric, laces, trims, and embellishments available for bridal gowns. It was a lot of work and a good, fun experience. We met new people and previous customers who did not realize what a resource we are for a wedding day. We not only sell but also provide consultation for your bridal gown and fabric for your whole event. Come in to experience the bridal department.

NOTIONS

You’ve read about this before and perhaps you’ve seen it advertised in magazines, the Oliso iron. No scorching, no burning, great control of pressing and steam. Come in and try it. Bring a block to press. We would love to see your quilt in progress.





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Below you see we have scanned an image of a new Creative Grid no slip ruler designed for use with jellyrolls and charm packs. Squaring up is quick with fewer lines to sort through. This ruler holds true to the same quality you have come to know from Creative Grid.

Creative Grids Charming Strip Stashbuster Ruler
23in x 5in



What a great idea keeping with the spirit of helping others.

For a traditional comfortable sandal there are beautiful renditions of the Minnetonka brand. Below are pictured the Flagstaff thong and Prescott Slide. The look of the steel beads reminds us of feather fletching on arrows. There are a couple of colors in this basic yet stylish sandal. Decorations consisting of silver look beads and medallions combined with traditional turquoise are featured in several other styles also.

SHOE DEPARTMENT

Is it snowing as you read this? Be of good cheer, spring is coming. And we have sandals arriving every day for the warm weather to come. Hanna Montana Crocs are on order and should be arriving soon with the new styles for men and women.

Minnetonka Flagstaff Thong

Prescott Slide



Each of these sandals includes silver look embellishments and leather braid or rope twist accents.

SAS is introducing a new relaxed woman's sandal, "Cozy". It is on its way in three colors. New for men from this shoemaker is a classic looking sandal named "Bravo". We have it in brown. It is designed to cradle a man's foot.



Adara



Hannah Montana

There is an ever-changing selection of these comfortable wearable affordable shoes and sandals. If you watch The Apprentice, you know the Crocs company has a new campaign for sharing Crocs.

Born and Propet sandals will be arriving soon. As well as Keds and Grasshoppers in classic styles of sporty fabrics, fresh and fun without being wild. If you like to shop sales, we have a *clearance* counter in our shoe department for you to peruse.





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MEN'S AND WORK WEAR

You may still be bundled up in the insulated work clothes of winter, but soon you will need less heavy and more waterproof coverings. We carry basic, durable, practical rain suits and wet weather galoshes.



The Roundhouse brand is now making items for children including Bib overalls and hats just like Dad's and Grandpa's. This is one of our Made in the USA brands from Shawnee Oklahoma.

Brand Clothing. Trendy and colorful, fun and flashy these items are a hit with all ages. Cactus is proud of their hand printed designs. The theme is "Fashion for Art." We now have the "Cherries" top and some of the In Vogue Paris style shirt. Cactus also is a "Made in USA" product.



Other brands in the ladies department include such names as Nikki, Company Collection, N Touch, Southern Lady, Jenny, C. D. Daniels and Cathy Daniels, Timberlea and PBJ Blues. Sizes span a wide range from extra small (in limited styles) to 3XL. Beautiful comfortable and stylish these brands are *always marked below recommended retail*. This is in line with Grandpa Yoder's philosophy, a quality product at a fair price. Come for a long weekend this summer and experience the fresh air, and bright sun in Shipshewana. Check the town website for other fun activities for the family. We will be looking for you here at Yoder Department Store.

LADIES AND CHILDREN

We wish we had more pictures of fashions in this department. But as fast as we put them in the newsletter, they would be sold out. This is one area you will want to shop in person. It is a pleasant atmosphere, with helpful staff and a wonderful selection of clothing.

We are proud to carry for the second year Cactus

