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

# YODER DEPT. STORE NEWSLETTER

Volume No.4, Summer 2007

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## STOREWIDE NEWS

### Window Displays

The new windows are in place! Have you seen them? Two new bay windows have been added to the front of the building. They are filled with our latest arrivals! The shoe department employees are particularly pleased with the windows because they bring them morning sunshine.

### Lighting Again!

Not only do we have added sunshine, we also have new display lighting. The display lighting is in addition to the overhead lighting placed in the store a year ago. Our displays high on the walls around the store are the beneficiaries (as are you) of this new focus. So as you gaze around the store, let your eyes follow the light, look up, and see the newest and best we have to offer.

## FABRIC

**Edyta Sitar**, Moda fabric designer and pattern author will be here Saturday September 8<sup>th</sup> 2007 for a luncheon/seminar. On October 13, 2007, she will be teaching two workshops. More information will appear on our website as it is available.

### Are you familiar with our bridal services?

We have been busy since February helping various young women select fabric for their weddings. But did you know we can help in other way also? We have a list of trusted seamstresses to help with dress construction, can special order any fabric from our great selection of vendors and the most recent and easiest problem to help with is wedding veils! Some brides have seen prices of \$300 in the bridal shops. Our bridal tulle and illusion is priced so that you can get a long, full veil for literally hundreds less than ready made purchased veils!!!! If you don't have someone to gather and shape it, we have new, ready made, elbow length veils with added sparkle. They are embellished with rhinestones and pearl beads or bordered with satin ribbon. We also have a small selection of tiaras and encrusted combs. Our bridal fabrics include satins in washable polyester, dry cleanable acetate and natural silk. New to the market is polyester taffeta, much like the acetate taffetas, but washable. Crepes, chiffons and georgettes in poly or silk lend a light feathery air to a wedding look. The combinations are endless.





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**Quilters**, our fall and Christmas collections are now out and being added to regularly. Current fall selections include “Mr. Halloween’s Party” and “Christmas Street” by Thimbleberries. Look for “Mr. Halloween’s Party Time Wall Quilt” or “Mr. Halloween’s Party”, a 3 pattern party pack including decorations, treat recipes and other cleverly packaged suggestions.



Other new collections available include RJR designer Susan Branch’s “Martha’s Vineyard Watercolor” collection and “Magic Vine” from Benartex which features border stripes in crisp clear colors, layered one on another for depth and texture.

You will also find the new Wiggles and Giggles collection from Lynette Jensen. We have received both flannel and cottons, which are cleverly displayed in a real baby bed. “Fiddle Dee Dee” and “Building Blocks” are just two of the coordinating patterns available from Lynette Jensen’s Thimbleberries collections.



Christmas season starts with Moda’s “Tamarack Grove”. It features small evergreen fronds, berries and cones and self-assured cardinals in winter red and striking black. This collection is similar in color to “Canoe

Country” but with much deeper shades and a striking black on black, rich deep winter red, all punctuated with a caramelized custard tan. In flannels you will find Christmas prints from Northcott, Moda and Tenderberries. Tenderberries is an amusing, expressive, whimsical design of snowmen. They have won my heart and are on my “must have” fabric list.

As featured in our Spring Newsletter, our Clothesline Club has led us to carry the entire line of Darlene Zimmerman’s fabrics and coordinating books and patterns as well as all her latest notions including the complete line of rulers. The “Easy Dresden” ruler is exactly that, easy and versatile. It is great for fan patterns also. Click on the Activities tab on our home page for information regarding Clothesline Club time and perks! ☺

## NOTIONS



**Shark!!! Iron.** It stands on its own two ‘fins’. When you set it down it lifts itself off the board. It is impossible to burn any surface with this feature. When you touch the handle to pick it up the fins retract. It is practical and it makes you giggle!

This Christmas season brings lots of new metallic prints. Beautiful blue and gold and black and gold from Robert Kaufman, named “Florentine II”. Other gold metallic Victorian looking florals and some whimsical prints from Moda are called “Let it Snow “ In addition to these wonderful collections we have yet other metallic prints from Timeless Treasures and VIP.





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From Cottage Mills we have the **Puzzle Mat**. This is a grid cutting mat with its own carrying case. You can customize the size and shape of the mat to fit the space you have at home or at quilting retreats.

**Freezer paper sheets!** What and why? Freezer paper sheets are 8.5 x 11 and fit in your inkjet printers allowing you to customize your own appliques. One of the great things about this freezer paper is that it is designed to have enough "wax" to stick well to your fabric. The "wax paper" from the grocery has a plastic coating these days.

A special interest notion we carry is reflective tape. This is a sewn in tape like a ribbon or twill tape with that silver reflective "stuff" down the middle. It can be added to existing clothing or incorporated into your pattern design. This tape is essential for nighttime safety. Little ones simply love the reflective quality.

If you were not aware, we have **novelty buttons** including all natural "Shellz" and "Vintage Buttons" which are dated with the period from which they come and are great for re-enactment costumes.

## SHOE DEPARTMENT

**More New Crocs!** Can you believe it? Pink camo and light blue flower prints are the latest in the Mary Jane style. We now have regular stock of the latest wedge from Crocs the "Sassari" The newest is a black on black. Very nice!

Three of many new styles coming soon include, the "**Mammoth**", with fuzzy removable and washable fur for the winter; the "**Troika**", styled like a more

traditional shoe with a suede upper and the famed Crocs Croslite foot bed; and the "**Alice**", a one strap Mary Jane. Call today to reserve your pair!

Other great new things coming from Crocs include NASCAR, CHICAGO BEARS and NOTRE DAME Beach models, Ariel and Cinderella Croclings, and Spiderman, Sponge Bob and Dora the explorer Cayman model for kids!



**Jibbitz on the wrist!** This is a new and great snap on bracelet with one or two rows of holes for your spare Jibbitz. New Disney Jibbitz include Winnie the Pooh, Mickey Mouse, Minnie Mouse and a selection of Muppets! The Croc speaker bag and towel goes to the beach with you. Pull out the 100% cotton towel and hook your ipod to the speakers in the bag. Both bag and towel are marked with the Duke. Add one of the new Croc-on T-shirts and it will be crocs of fun at the beach.

Looking just yesterday in the shoe department, I discovered new from Hush Puppies suede ballet cut shoes. These are styles I don't usually see in the malls. Really cute! Propet is also producing up to the minute cute styles for young women and women young at heart.

As a reminder, if you are looking for safety toe shoes, we carry Redwing, Wolverine, and Carolina among others. All of these brands combine to give you the best selection for your needs.





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## MEN'S AND WORK WEAR

You will notice a change of fixtures in our men's department if you haven't been here in some time. As you look over the stock on these fixtures, notice also that Wrangler Rugged wear boasts a "new stronger fabric" in their casual wear.

## FOR THE HOME

Fall table linens have appeared in rust and gold. Woven in the homespun style, towels and potholders are decorated with woodland creatures. Homespun in browns and teals and accented with cream and are decorated with log cabin motifs.

If you don't sew but you love what your friends are making with the flour sack fabrics from the fabric department, don't despair, our for the home department carries ready made 30's style table linens and aprons. There are also novelty and just plain adorable aprons to match contemporary mitts and kitchen linens you already have. Look also at the new designs in our ever-changing stock of cutwork table and dresser scarves.

## LADIES AND CHILDREN

As you walk through the ladies section, notice the hats. I just love the pink cowgirl hats. We have a limited selection of belts and purses to match. It seems western hats have been seen on young celebrities recently, even in pink. Another variation of the western hat for women includes metallic thread. (While I love the pink, the metallic thread hat looked best on me).



Clothing for women comes in and goes out faster than we imagine. New are Capri sets in cotton/linen blends of deep coral, deep rose and deep teal. Beautifully embellished without being over done.

You will find Lee comfort waist skirts in khaki and denim. If you've had trouble with skirts fitting properly, try these. They sit at your true waist, not down on your hips.

From Wolf Mountain Hunting Wear there are cute baby girl camo bib-overalls, trimmed in lace and black satin ribbon and bows. There are also camo T-shirts for baby boys or girls.

Swimsuits for girls are cute this year. You'll find tank suits with skirts or shorts and some sweet two-pieces. You'll find basic and durable swim suits for your boys as well.

New styles of John Deere T-shirts include Pink "Farmers Daughter", "Team" with yard tractor, farm tractor and earthmover images representing the John Deere Team. The color schemes include brown with yellow and green, camo with yellow and green and navy with white as well as other selections. If you only come in once a year, call ahead for the things you must have, then enjoy pressure free shopping for the great finds.

