



THE STITCHING POST

JUNE 2008

410.788.7760

As many of you have observed, there have been a lot of shops in the past few years that have had to shut their doors. While this happens for various reasons, some of them, particularly smaller shops, have had to close due to strong support and usage of the internet by their own customers. We are sad to report that there have been many more that have closed across the nation recently due to this fact. Smaller shops are unable to compete with this force and the domino effect has profound repercussions on our industry.

Your constant support of our shop, as well as other local shops, is **so appreciated** and we are **always thankful** for your continued patronage. Please remember that when you go to the internet to make purchases, especially for supplies that we carry or can easily order for you, this can contribute to the demise of shops with store fronts. If this continues to happen, shops in general will not be there when you want to touch fabrics, feel threads and preview designs. Special orders in our shop do not cost you anything, our mailing fees are less than many catalogues, and you'll get those punches for your purchases on your super saver cards! So, the next time you are considering the internet, please check with us first and we'll do everything we can to fulfill your needs in a timely fashion.

The Stitching Post continues to be a strong thriving shop and we want to keep it that way so we can all continue to grow together in the future. We have lots of things planned for this summer season, including the upcoming markets, trunk shows and a special event at Camden Yards. Read on and come join us over the summer for these exciting events!

MARKET DAYS – COLUMBUS – It won't be long until the Columbus summer market (early June) and the new fall St. Louis show (mid-September) will be here! First, let's talk about Columbus. This show will continue to be an order only show, and I will bring back many samples of new things. For the summer show, we are still planning a **Market Sneak Preview Day on June 14th** and will display as many new charts, canvases, threads and trinkets as possible. Some of the items will be pictures, but you can pre-order what you like and be the first to have these new products! Special orders on the preview

day must be **pre-paid** and we will call you as soon as the order is complete. In the past we have held things back for a big market day about 3 weeks after the preview. This year we will constantly be adding new things to the shop floor as they arrive, so you will want to stop in often and check the web site to catch up on the new so you don't miss anything!

MARKET DAYS – ST. LOUIS – The St. Louis Show, which takes place the second weekend in September, will be a combination of a cash and carry show (like Nashville) and an order only show (like Columbus)—the best of both worlds! I am anxious and excited to see this new venue, purchase many great new things to celebrate the fall season and get revved up for the Holiday season that lies ahead. New merchandise from this show will be available as quickly as we can get it to the floor and up on the web site.

Just a reminder about the **Clean Sweep Event – May 19th – 24th!!** Help us to make room for all of the new things that will arrive from these two markets—the more room we have the more I can bring home for everyone to see!! This is a super time to stock up on those special projects for your summer vacation—maybe even continue (ok, start?) your Holiday gift stitching!

JULY 4th CELEBRATION WEEKEND – Our shop will be closed on **Friday, July 4th** in honor of Independence Day. Come celebrate the occasion of the Red, White & Blue with us during the rest of this Holiday weekend (**July 5th & 6th**). Show your Patriotism by wearing **all three colors visibly** and receive **15% off** all in-stock Patriotic merchandise (charts, frames, fabric accessories, etc.) and **10% off** the rest of your purchase on both days.

CHRISTMAS IN JULY – The annual Christmas in July sale will take place **Monday, July 14th thru Saturday, July 26th**. Take **20% off** all in stock Christmas items, including books, kits, and canvases. This is the best time of year to get a head-start on all your Holiday stitching. In addition we are offering a special deal on the Mill Hill Holiday pin and ornament kits—buy 5 at regular price and get the 6th one **FREE!!**



STITCH N' PITCH – The National Needlearts Association (TNNA) and Major League Baseball (MLB) will hold a Stitch N' Pitch event. We will be able to sit together in a special section at Camden Yards, work on cross-stitch, needlepoint, embroidery, crochet or knitting projects, and celebrate the needlearts. Stitch N' Pitch is partnering with the Needle Arts Mentoring Program (NAMP) to raise funds and awareness for this important program that mentors children in the needlearts. NAMP, a project of the not-for-profit Helping Hands Foundation Inc., is supported by TNNA; this program has currently helped introduce over 4,000 children to needlework - we need them to continue learning and exploring this art. The Orioles will be hosting the Detroit Tigers on **Saturday, July 19th**. Show your support for the "O's" and our industry—call us now to reserve tickets (\$13) for this great event at Camden Yards!



SHARE THE BUG—No, not germs, we don't like those—the STITCHING BUG!! We want you to share with your friends, neighbors, co-workers, even your daughters or sons who might need something to occupy their time during the last month of summer vacation!! Share your favorite addiction by turning someone new on to The Stitching Post. August 3rd is Friendship Day, but we want to celebrate all month long, so bring in someone who is new to the shop or new to stitching during the **month of August**. You'll get **15% off** your purchase and so will the person (or people!) who you bring with you. As an added incentive to give your children 'the bug', we'll have plenty of beginning kits in stock and offer **20%**



off of your purchases. Come shop with us, find a new hobby and catch this wonderful bug!!

STITCHERS' NIGHTS—During the coming summer months, we will again be offering two nights for your stitching pleasure! The first of these evenings will be **Saturday, June 21st** from **6:30 – 10:30**; the second date will be **Saturday, August 23rd** from **6:30 – 10:30**. Have your dinner before you arrive; then enjoy snacks and some sweet treats while you relax and cool down with your stitching friends. Cost for the evening is \$12. Call to reserve a spot—space will be limited.



TRUNK SHOWS – We have a lot of great needlepoint and cross stitch trunk shows lined up for the rest of 2008, so be sure to put these dates on your calendars **NOW!**

- ❖ **MAY/JUNE** – A Collection of Designs & Patty Paints – May 30th thru June 14th
- ❖ **JULY** – Carriage House Samplings – We will have this trunk show for the whole month and on **Saturday, July 19th**, Kathy Barrick of *Carriage House Samplings* and Anne Brown of *Goode Huswife* will be here to sign their charts, Anne's new book (a compilation of some of her designs) and to show a display of their jewelry pieces called Fragments
- ❖ **AUGUST** – Rebecca Woods – August 7th – 23rd

NEW RIGHT NOW

MILL HILL—New Autumn Harvest pin kits; fall series of Bead & Button kits includes School Days, Latte and Cappuccino, as well as a patriotic, Halloween and an autumn design

SWEETHEART TREE—**Blue Mountain Bunny, Strawberry Quilt Block** and **Think Snow** are Teenie charts that come with the charms; **Butterfly Rhodes** and **Cherry Blossoms** are biscornu kits—these are quite popular little cushions that are easy to finish

FROM NANCY'S NEEDLE—Wonderful new counted canvas work designs include **Jeweled Garden** and **From My Heart**, both with embellishments; **Celtic Stars, Star Sampler**, and **Two Cabins**, which is to be the first in a series of four

BENT CREEK—**Seasons of Change Row** features scenes of the 4 seasons in a row

LITTLE HOUSE AND CRESCENT COLOURS—These two designers keep joining forces to bring us some fantastic pieces! New at Nashville were **Heart of America**, finished in a frame from Crescent Colours new Family Tree line and **My Needles's Work**; the latest in the thread packs are a series of four called **Saltbox Seasons** featuring Scripture verses with a saltbox house for each time of the year; **Wool Needlebook & Fob, Always & Forever**

THE VICTORIA SAMPLER—"S" is for **Stitcher**—it had to be, right?!? **Where Stitchers Gather** is a design that features a stitchers pocket (simply beautiful!) as well as a collection of other smalls—a scissor fob, case and a needlebook

JBW DESIGNS—More new French Country designs include **Dog, Lark, Amour**, a **Baby Sampler** and a **Flower Basket**

COUNTRY COTTAGE—Also teaming up with Crescent Colours with a series of thread packs called **Sweet Treats**. If you love deserts this is a must have and would be ‘sweet’ in any kitchen (no pun intended), finished in a decorative frame from the Family Tree; **Bless Our Home** and **You Are My Sunshine**

TW DESIGNWORKS—From Teresa Wentzler, **Miniature Winter Sampler** and **Miniature Autumn Sampler**

JEANETTE DOUGLAS DESIGNS—A **Needle & Thread Sampler**; **Silver Needle Stitches: Pomegranate & Pear**—each of these has an embellishment pack with all of the threads used in the designs

WAXING MOON DESIGNS—**Simply Americana**; **Happy As A Pig In...**; **Spring Welcome**

HOMESPUN ELEGANCE—Wooden sewing stands with small spools at the base that you can actually wind your threads on and a chart called **Wooden Sewing Stands I**; **Lady Quaker** and **Master Quaker Silhouettes**

TRILOGY—**Zoo Line Up** has adorable animals and could be turned into a birth sampler; **Autumn House** completes the series of seasonal houses

LIZZIE KATE—Two Double Flips came out at Nashville and the last two, **Encourage/Laugh** and **Create/Live** have arrived; **Tea Crazy**, **Peace, Love, & a Cure** is a piece for breast cancer, finished in a banner from Stitch-A-Gift

SHEPHERD’S BUSH—**Green Snowman** and **Quaker Hearts** kits; **Scatter Hearts** and **Scatter Eggs** are cute designs embellished with buttons from Just Another Button Company

CLASSES

General class conditions:

- Call or come in to reserve your class. Please do not just show up & assume a spot is available!
- Payment is due for the class one week from the time you sign up for the class.
- If a class does not have enough registrants and is cancelled, the money will be refunded, can be applied for shop credit, or applied to that class at a later time. If you are unable to attend and there is a substitute available, money will be refunded minus a \$5 processing fee.



PUNCHNEEDLE – This fun and easy needlework technique is worked from the back of the fabric using a special needle. This embroidery continues to be a favorite among those who have tried it. It is quick to learn and a lot of fun, so come try your hand at it, expand your needlework repertoire and let us know what you think! Teacher: Melinda Zachary \$20

THURS., JUNE 26th, 6 – 8:00 PM

SAT., JUNE 28th, 10 AM – 12 PM & 1:30 – 3:30 PM



CROSS STITCH 101 – If you’ve done cross stitch before and need a refresher or if you want to try it for the first time, then this class is for you! You’ll get some helpful hints as well as learning how to follow a chart, the threads to use (there is quite a variety now that didn’t exist several years ago!), fabric sizes and other information while

learning the basic stitch. A small project will be started during class – by the time you finish, you’ll be ready for the next step. Teacher: Dianna Heiger \$12

THURS., JULY 24th, 6:30–8:30 PM



BEGINNING NEEDLEPOINT – During this 2-part class, information and techniques for stitching on canvas will be presented. You’ll learn two of the basic needlepoint stitches (continental and basketweave) allowing you to work on any canvas. After learning the stitches, you will have time during the second half of the class to get help in choosing a canvas and fibers to begin your first piece using these techniques. Another fun “next step” would be to join our Canvas Ornament Club, small designs that finish quickly! Teacher: Carol Toll \$28

SAT., AUGUST 9th, 10 AM – 12 PM & 1:30 – 3:30 PM



STITCHING OVER 2 – If you always wanted to work on a higher count of fabric but were afraid to, this class is a great chance to give it a try. Knowledge about linen and evenweave fabrics, as well as helpful tips, will be presented as you stitch on a small project. Teacher: Dianna Heiger \$12

THURS., AUGUST 14th, 6:30 – 8:30 PM



The Stitching Post
67 Mellor Ave
Baltimore MD 21228
410.788.7760
www.the-stitching-post.com

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SNIPPETS

CUSTOM FRAMING—Believe it or not, we have been receiving more new mouldings throughout the spring season for all your framing needs!! Don't forget your birthday month—bring in your framing during that month and you get **10% OFF** the complete project! Also you'll get punches on your Framing Card.

SUMMER HOLIDAYS—SHOP CLOSED

Monday, May 26th – Memorial Day
Friday, July 4th – Independence Day
Monday, September 1st – Labor Day

