



# News Blast

July 2019

By Jill Elia

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### *Store Hours: (EST)*

Monday: 10am to 4pm  
Tuesday: 10am to 7pm  
Wednesday: 10am to 4pm  
Thursday: 10am to 4pm  
Friday: 10am to 4pm  
Saturday: 10am to 4pm

Welcome to July! Summer is officially here and so is the heat; however, it is Christmas in July here at Louise's! We are offering 20% off all Christmas canvases and 50% off stocking toppers and full-size stockings. If the heat is really getting to you, what better way to take your mind off the heat and into cooler weather than stitching on a new Christmas project.

July also brings with it several finishing deadlines. The first is July 19 for Halloween. Then August 1st for Thanksgiving and Hanukah and August 8th for Christmas. The finishing date for stockings is September 21. Getting your finishing here sooner is better than waiting. We will be sending items to the finisher weekly during the month of July. To help you get motivated to get your finishing in this month, we are putting names in a jar for every finishing item that comes in during the month of July. If you bring in 6 items, you get 6 entries. At the end of the month we will be drawing for a \$50.00 gift certificate! So, get your items in and you could be the winner!

When you get ready to bring your finishing in, it helps us and the finisher if you have an idea of the colors and types of fabric you want for backing and cording. Also, you need to decide if you want a bow or feet on your items. If you have a stand up, what depth do you want for your piece. Remember this is your piece and not ours. We are happy to have the finishers customize your piece to your liking. If you cannot make up your mind, most finisher will put their choice of finishings on your piece.

In August we are hosting our first ever Stitching Retreat. Our retreat will be held August 24th and 25th at the Inn at Honey Run in Millersburg, Ohio. I will be going up Friday night to set up. Most rooms are equipped with a King size bed, but several have day beds which make room sharing a possibility. This being our first retreat, we are not offering a specific project, each stitcher will receive a retreat bag filled with surprises for the weekend. There will be a small retreat fee. Room costs and meals will be each participants' responsibility. Louise's will be providing extra refreshments and snacks. Call the shop for information. Space is limited to 10 people and as of this newsletter we have 6 people so only 4 spots are left.

My last bit of news is sad, as I am announcing the retirement of Emily Moore. Emily has been with me at Louise's for over 9 years. She has been an invaluable help and a tremendous support for me as I have grown this business. Louise's would not be where we are today without Emily. Please join us as we celebrate Emily at our Stitch In on Saturday July 20th from 1 to 4.

Thanks, Emily, for all you do!!!!

Here's a few pics of Emily and her stitching...



***And this is latest one that she just brought in for finishing last week.***



## AMY LEWANDOWSKI TRUNK SHOW – 20% Off





## Rachel Donley Trunk Show – 20% Off

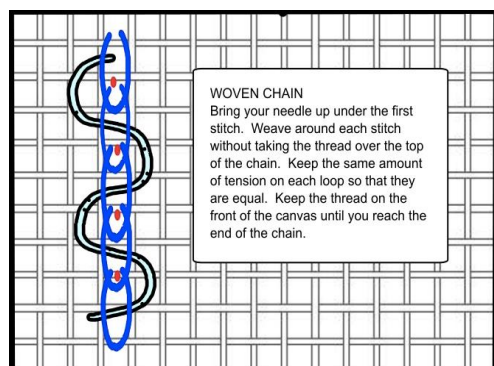
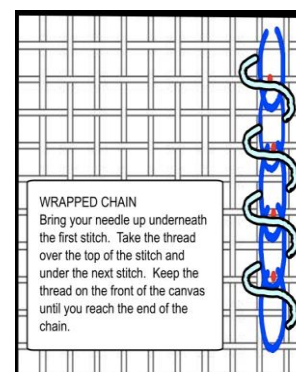


## ***Lines in Needlepoint: Part Two - Wrapping, Weaving and Width*** **by Diane Snyder**

Last month I showed you three different ways to stitch straight and curved lines and how each method gave a different width relative to each other. Those lines were backstitch, stem stitch, and chain stitch. This month I'd like to show you how adding elements to those basic stitches will also add relative width and more dimension to the line.

The first element is a wrapping stitch. This diagram shows the wrapping stitch over chain stitch, but the concept is the same for all three stitches.

Working a wrapping stitch adds some dimension to the backstitch line without adding too much width. Working a wrapping stitch over a stem stitch line accomplishes the same effect; in addition, the wrapping stitch can be further used to refine placement in the curved areas of the stitch. Working a wrapping stitch over chain stitch can achieve two different looks. The wraps will pull the loops of the chain together if you use more tension, thinning the width slightly. Using a looser tension will add width as long as you do not pull the loops together



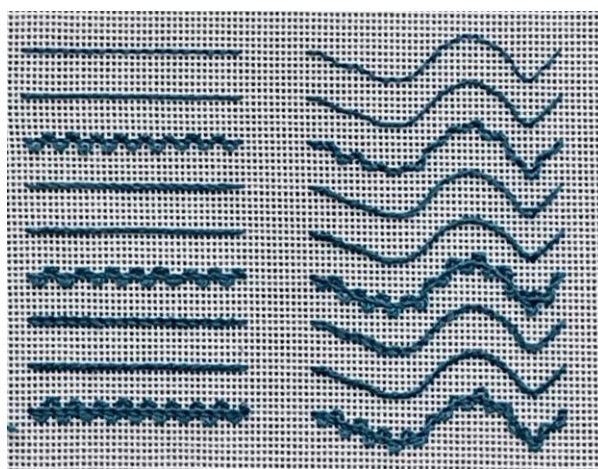
The second element is a woven stitch. Once again, the diagram shows the stitch being worked over the chain stitch line. This weaving adds width to all three lines. Since the weaving remains underneath the line stitches, they do not draw the line stitches tighter or together. For the best look, try to maintain your tension so that the woven loops are all the same size. For even more width; you can also work another line of weaving in the opposite direction so that you have loops on both sides of the line.

In the stitched sample, you can see how adding these elements affects the lines. All lines and elements were stitched using 1 strand of Caron Impressions.

Top to bottom: Back Stitch, Wrapped Back Stitch, Woven Back Stitch, Stem Stitch, Wrapped Stem Stitch, Woven Stem Stitch, Chain Stitch, Wrapped Chain Stitch, Woven Chain Stitch.

Your stitching tension and thread choices can all affect the width of the line as well, but this is a basic way of using different stitches and elements to control the widths of lines in needlepoint.

Happy Stitching!





## ***Finishing Deadlines for Upcoming Holidays***

Time to think about getting that holiday canvas completed in order to get it to us for finishing. Here are the upcoming deadlines for you to get the canvas to us so we can send it to the finisher.

July 19 – Halloween

August 1 – Thanksgiving and Hannukah

August 8 – Christmas

So get that canvas out that you have been wanting for the next holiday and stitch!

### ***Don't Forget to:***

***Check us out on Facebook and Instagram for our new arrivals, Final Friday Flash Sales, finishing ideas and our special staff pick of the week ... so much to see!***

## ***July 2019 Calendar***

**Stitch In** - Our next monthly ***Stitch In*** will be Saturday, July 22, 2019 from 1:00 to 4:00 pm. No instruction or fees – just a fun time with other great stitchers. Share your ideas and learn from others. Refreshments are provided. Come help us celebrate Emily's retirement!

**Monday Threads, Stitches and More** - 1:00 to 4:00 pm - an informal canvas embellishment class taught by Brenda Bell/Jill Elia/Diane Snyder Classes are \$11 for two hours and \$15 for three hours.

**Sip and Stitch** – every Tuesday, 7:00 to 9:00 pm - an informal canvas embellishment class, with Jill Elia – snacks and wine! Classes are \$11.

**Thursday Threads, Stitches and More** - 1:00 to 4:00 pm - an informal canvas embellishment class with Jill Elia. Classes are \$11 for two hours and \$15 for three hours.

**Private Classes** – One-on-one sessions are also available. These sessions are \$25/hour and require advance arrangements.

## New Canvases – see what recently arrived ...



### Hugs with Stripes \$ 140

Judi & Co Designs  
13 ct, 15 x 15 canvas



### Cat in Grass \$ 72

Judi & Co Designs  
18 mesh, 9 x 9 canvas



### When Life Get Bumpy.. \$ 56

Pip & Roo Needleworks  
18 mesh, 7.5 x 9 canvas



### Seaside Papyrus \$197

Dream House Ventures Designs  
13 ct, 16 x 29 canvas



### Sarasota, Florida \$50

Kangaroo Paw Designs  
18 ct, 9 x 9 canvas



### Mini Heart with Bow \$66

Kate Dickerson Design  
18 ct, 8 x 8 canvas



### No! \$140

The Collection Designs  
18 ct, 12 x 12 canvas



### White Flower \$117

The Collection Designs  
13ct, 11 x 12 canvas



### Whose on the List? \$60

Rebecca Wood Designs  
18 ct, 8.55 x 8.5 canvas

## Birthday Coupon Policy

Birthday coupons are just like your birthday! You get to celebrate one day a year at Louise's. Birthday coupons are to be used on in stock items only, we do allow them to be used on sale canvases. They are not good on special orders. All coupon purchases must be started and finished in the same day.

## July Birthday Bucks



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## 20% OFF Your Total Purchase

coupon per year per newsletter subscriber. May not be combined with other coupons and may not be used for the purchase of gift certificate or trunk show canvases. To use this coupon for special orders, coupon must be present and payment received at the time special orders are placed.

July 31, 2019