

The Woolly Thread Newsletter

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Issue Ninety-Seven

Winter Months

During this month we are deeply entrenched in winter. After spending a lot of time indoors this past month, we've come up with some new inventory, as well as, some *really great* deals and Expo specials to bring us out of our winter doldrums.

This newsletter is packed, so keep reading to see what is new this month....

The New Crewel

As many of your know, for several years we have been offering you traditional crewel embroidery kits from The Crewel Work Company in the UK. They have been very well received, but when it came to re-stock, we decided to go with something new and different.

The crewel kits we are now offering are The New Crewel kits by Wool & Hoop. It is the same Appleton crewel wool we have always had, but the kits offer designs that are new and inspiring. If you enjoy crewel, you'll like this. If you've never tried crewel work, give this a try. These kits are easy and fun to do - even for the novice. They come complete with Appleton wool threads, needle, instructions, a pre-printed design on linen, and even an embroidery hoop for a really great price.

They sell for \$19.95 each, but as a special introductory price, if you buy 2 or more kits you get them for \$14.95 each.

We have 7 different designs - pictures and details about all these kits are on our blog www.woolythread.blogspot.com and website.

The first 10 kits we sell will get a 1-inch "It's a Crewel World" pin included with the kit.



(actual size)

We also have a book by the same name with lots of new ideas and designs, as well as, pictures and instructions. The book has 113 pages offering 30 original designs, 15 fun projects and 16 classic embroidery stitches. It sells for \$15.

Here is a look at the cover of the new book.



Ottobre Design Magazine

Congratulations to *Ottobre*!! The current issue marks the 10th anniversary of *Ottobre Design* magazine. The first magazine was the spring 2000 issue. Congratulations to *Ottobre* and the staff who put together such an excellent magazine!

The current children's spring issue arrived right on schedule. Now, later this month the women's magazine will be released during the last days of the month. It's never too late to get a copy or a subscription. Just go to our website or email us, so we can get it on its way to you.

Once again this month, the price is a little lower - thanks to the exchange rate.

For a new special *Ottobre* offer, look below under *Cyber Expo Specials* below.



Ottobre's spring 2010 issue

More details about this issue are on our blog - see link below.

Note: The Ottobre blog post of January 19th, has an in depth tutorial on constructing the 'Garden Flower' skirt pattern in this current issue. Here's the link: www.ottobre.blogspot.com

Country Bumpkin Magazines

Inspirations issue #65 is expected here by the end of the week. Subscriber copies will be in the mail the next day.



Also arriving with this shipment are the A-Z of Heirloom books and a few copies of More Beautiful Embroidered Blankets. More information about these books can be found on our blog - again, see link below.

Those who pre-ordered will have theirs sent out right away. If you didn't pre-order, but want one, let us know - we should have extras.

About the middle of this month, we can look also forward to the arrival of Country Bumpkin's AS&E issue #90.

We have a few extra issues of Inspirations #64 and ASE #88, so we are offering them for just \$10 each - with free shipping. This offer is not on our website, so send us an email if you want one of these magazines while the supply lasts.

Appleton Crewel Wool

There is a lot of new Appleton news, too....

For several years we have offered our Appleton Seasonal Packs. These are packs of 10 skeins each. The Spring Pack has pastel colors, the Summer Pack has bright vibrant colors, the Autumn Pack has fall colors, and the Winter Pack has black, white, gray, burgundy and evergreen colors. We still have these - they aren't going away, but we are offering some new packs in addition to the Seasonal Packs - these are called 'Color Packs'

Color Packs have 6 different shades of one color. For example, the Green Pack has 6 different shades of green. The Blue Pack has 6 different shades of blue, etc. They are in our ebay store, on our website, and our blog, so if this is something you might want, check it out.

Buying your Appleton in any of these packs, is about 30% less than buying the specific colors individually. The colors we currently offer in color packs are: greens, blues, reds, browns, and purples.

Our ongoing 'Appleton Club' is also offering a special. Sign up for the Appleton Club any time this month and get the last month free. Details about the Club are on our website or contact us for more information.

Sewing and Stitchery Expo

The Sewing and Stitchery Expo in Puyallup, Washington will take place the last week-end of this month. We have been participating the past 6-7 years, but have decided not to be in it this year. We will miss seeing so many of you who have come by to see us every year. To compensate for not being there during the Expo time we will be having special promotions of our own. We are calling it our 'Cyber Expo'.

The Expo dates are from February 25th to February 28th, so during that same time we are offering the following specials for our own Cyber Expo.....

Cyber Expo Specials

Really Great Deals!

Inspirations and ASE: subscribe or renew and get 5 issues for the price of 4

Appleton: all Appleton packs (seasonal and color packs) - 25% discount

Eucalan: all Eucalan products are 20% off the regular price

Ribbon: all our 4" ribbon is 20% off regular price

A-Z books: A-Z books are 20% off our website price (not included: new *AZ Heirloom*)

Wool Felt: 20% off our wool felt pieces (12"x 15") and packs (no discount on yardage)

Wool Fabrics: 20% off our wool fabrics: blanketing, flannel, melton, and challis.

The New Crewel kits: 20% off the regular price

Ottobre: subscribe or renew & get an older back issue for free - a 6-issue sub gets 2 free issues. This is in addition to the free issue for first-time subscribers.

NOTE: The above offers are good *only* during the Expo dates of February 25 - 28th and you must mention it when ordering.

The following offers start the first day of the Expo, but are good while supplies last....

Scraps and Ends (small pieces of wool fabric) \$3 for a 3 oz pack
Bits and Pieces (small pieces of wool felt) \$3 for a 3 oz pack
Inspirations magazine issue #64 - \$10 each + free shipping
ASE #88 - \$10 + free shipping
our wool felted soaps - 25% off

Additionally: ANY purchase during our Cyber Expo (Feb 25-28) will earn you a 10% discount on a future (post Expo) purchase (magazine subs not eligible).

If you read our blog, a reminder notice will be posted when our Cyber Expo sale begins. You can sign up on our blog to be notified whenever there is a new posting, so you'll be sure not to miss it.

These are the best offers and deals we have ever made, so log on or email us during the last 4 days of February to take advantage of them.
Be sure to mention the cyber expo, so you can get the 'deals'.

See you at our own 'Cyber Expo' !

Mailing List

If you would like to subscribe to this newsletter and receive it on the first of every month, just send an email to:

info@woolythread.com or click on the link below.

We never buy names or addresses nor do we ever release your names and addresses to anyone else. You are welcome to forward this newsletter on to anyone who might be interested in reading it. If you prefer not to receive this newsletter, just let us know and we will immediately remove you from our mailing list.

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