

It's hard to believe kids have been out of school for a month. Meanwhile they're busy with camps, lessons, visiting Grandmas and challenging their parent's patience. The summer heat is on and it's time to stay inside, relax, keep yourself cool and pick up your stitching project.

I believe a true cross-stitcher has more in their stash than they will ever possibly have time to stitch. Our interest, colors and sometimes styles change and our stashes need refreshment. There's never a better time to shop than at the annual **CHRISTMAS IN JULY SALE: July 28th, 29th & 30th**. Christmas is only 6 months away. Come take a look at all the new things and make your shopping list!

Find a cool comfy spot and curl up to read about the new things, Christmas in July Sale, Christmas ornament issue, class schedule and much more.

Blackbird Designs — Barb & Alma have introduced a new "Loose Feathers Club". This years Loose Feathers series will consist of three charts. Each chart will contain a featured design and two bonus charts. The featured designs will stand fine on their own or all three can be combined to create a 9"X15" design. Summer is the first chart influenced by strawberries & birds.

Details for the series were worked out on a getaway Barb & Alma took to Junipine Resort in Oak Creek Canyon just north of Sedona, Arizona. This place sounds fabulous: Stitch away on a shady private deck as the stream flows by and the sound of the river muffles any traffic noise. Heavenly! Summer is due mid-July. The next booklet will be ready in September and the final one in November. Each chart is \$12.25.

It seems anything these ladies touch sells like wildfire so make sure to take a look especially if you aren't familiar with their designs. We love to see all of you in the store but if you can't make it in visit their blog to get a glimpse:

<http://blackbird-designs.blogspot.com>.

I don't see how they get so much done as they also design quilts and fabrics for Moda.

We've already started our automatic list for these designs. You have two options when signing up for the automatic. You may choose to get just the charts or you can get the kit form. The first kit will include the chart, a fat quarter of 30ct. Irish Creme linen, enough for all three featured designs to be stitched together, and the threads for that design. The other two kits will include the chart and thread to complete the sampler. The initial kit will be \$57.00 and the following two will vary according to the quantity of threads needed.

Country Stitches ~ With Thy Needle — Brenda Gervais of Country Stitches ~ With Thy Needle has been designing for years. I first became aware of her with the surge of interest in Russian Punchneedle six or seven years ago. Her designs combine primitive with country while adding a bit of whimsical

flair. Six years ago I punched Parson Brown and have collected her designs since that day. A few years ago she started designing cross stitch. This spring I stitched Springtime Social and was simply shocked at its popularity. This cute design finds a bunny riding a rooster. It simply makes me smile. We brought in a few of her older designs and I was amazed at the interest. Charts \$12.25 & \$9.25



This spring Brenda announced that she was designing a three part *Mystery Sampler* titled Birds of a Feather. Brenda posts a lot of pictures of beautiful birds taken in her yard on her blogspot:

<http://withthyneedleandthread.blogspot.com> so it was no surprise that the design would include birds. The first chart Birds of a Feather: Part I gives you the border for the complete design. The second chart gives you the top half of the design that includes leafy branches and two indigo buntings. Stitched on 30ct. Confederate Gray linen the design is 12"X13". There are many luscious shades of Weeks Dye Works threads including *Dove*, *Caper*, *Brick*, *Kentucky bluegrass*, *Indian Summer* and *Kudzu*. Customer Nita Sinclair had the first chart stitched and was ready for

the second one when it arrived. The third and final chart is due mid-July. Nita has agreed to leave the finished picture on display for awhile so look for it sometime in August! Each chart \$7.25 Threads \$42.75 Fabric \$20.60

JBW — Elementary education is designer Judy Whitman's background. She began teaching needlework and designing cross stitch years ago to allow her to stay home and raise her two children. Now she's sharing her time and love of stitching with six grandchildren. She currently has over 200 designs available.

Leisure Arts recently commissioned some of Judy's *Sweet Nothings* work to compile two books. Nine cross stitch designs are included in Sweet Nothings for Christmas. The 28 page publication is filled with beautiful pictures, charts and instructions for the timeless designs. Whether you're creating ornaments, pillows or framed pictures you'll love this book. \$10.25

The quote "Every child born into the world is a new thought of God, an ever fresh and radiant possibility" by Kate Douglas Wiggin accompanies a beautiful photo of one of the 7 designs in Sweet Nothings for Baby. Accompanying each of the seven photos is a famous quote about children. Charts, instructions and ideas fill the 24 pages of this beautiful book. Karen Lehman stitched *A Star is Born* into a very sweet shop model celebrating the birth of my great nephew *Matthew*. \$10.25.

Other new releases from JBW include Birds & Berries Antique Alphabet, Christmas Tree Collection VII, French Country Christmas Bells, French Country Squirrel & French Country Ornaments. Charts \$5.25 each

Just Another Button Company — In celebration of 15 years in business, Just Another Button Company (JABC) will release 15 new pincushion kit designs. Each pincushion kit is complete with JABC buttons, decorative Just Pins, Weeks Dye Works wool, wool roving, pattern and instruction. Linda Kersting put together Carrot Patch.

This 5" long carrot is simply adorable. Other pincushions released are [Jabco the Snowman](#), [Stuck on You](#), [Pin Feathers](#), [Ewe Look Fabulous](#), [Sweet Pea](#), [B is for Beehive & Rustic Rooster](#). Kits range from \$38-\$58.00

Just Cross Stitch — Through the years we've seen a decline in the publishing of Counted Cross Stitch magazines. One that seems to remain popular is the bi-monthly issue of [Just Cross Stitch](#). Just Cross Stitch is the company that has the special **Christmas Ornaments** issue each year. It seems this magazine can be challenging to find so we've decided to start carrying the bi-monthly publication. If you're interested in receiving each issue just ask to be put on the call list. Remember you do get book credit for it. Each bi-monthly issue is \$6.25. Typically the July/August issue contains a few Christmas ornaments and the September/October issue focuses on Halloween ornaments.

I've mentioned before the popularity of Halloween designs. Well it's just not here in Kansas....it's everywhere. Just Cross Stitch is offering a 100 page soft cover book. This book will contain 50 exclusive Halloween designs from a variety of designers. The book of "Whimsical needlework projects & more!" is due mid-August for \$17.25. The sneak peek of the cover sold me. It looks like not all the designs are ornament size! Yes, we have a call list.

Lizzie*Kate — This years *Inspiration* boxer series begins with [I know God](#). Mother Theresa's famous quote "I know God won't give me anything I can't handle...I just wish he didn't trust me so much" comes to life with yummy colors including [Boysenberry jam](#), [Frosted sage](#), [Endive & Old Blue paint](#). A bonus design of a fun Pin Cushion is included. Boxer includes chart, 32ct. Flax Belfast & buttons. All three designs in this series are pictured on the back of the first chart. Each boxer \$16.25

A glass of wine anyone? [Wine A Bit](#) is a fun & quick to stitch design for all your wine loving friends. A cluster of grapes and wine bottle enhance the saying "Wine a bit...you'll feel better!" Tuck your stitched piece in a premade wine bag from [Stitch-a-Gift](#), add your favorite wine and you have the perfect personal gift! Chart \$4.25 Wine bag - \$23.00

The seasonal alphabet series continues with [Autumn Alphabet](#). The warm fall colors used in this design make me long for the crispness of the cool fall air. A variety of font styles, upper and lower case, are used for the letters. Wide arrays of borders surround each letter. Intermittently within the blocks of letters are fun little motifs and mini scenes. The motifs & scenes include an owl in a tree, a stack of books adorned with an apple, acorn with squirrel charm, tiny turkey, smiling jack-o-lantern and a house with pumpkins in the yard. [Spring & Summer Alphabet](#) were previously released. Charts include the embellishments. Chart - \$10.75 each

Linda's fictional friend, Flora McSample, visited a farm which inspired her to design

[Farm Sampler](#). The barnyard is filled with animals including a rooster, lamb, pig and cow surrounding the red barn. A simple vine border along the bottom rounds the corner and leads up to a large sunflower. This fun 3"X 4-1/2" design is \$4.25.

Celebrating summer fun often includes a trip to the beach. The limited edition kit [Life's a Beach](#) is filled with little motifs reminding us of summer. Sand colored fabric is the perfect backdrop for a pair of embellished flip flops, beach towel, icy fruit drink and sea shell. As Linda says "Just like your favorite white shoes, this kit is only here for the summer! When September rolls around, we'll put this kit(and our white flip-flops) away FOREVER". Kit includes fabric, chart & button for \$12.25



The clever new series *Now & Then* was introduced in April. Rather than reprint some of the very popular older designs Linda decided to redesign the concept and print both old & new designs together in the same chart. The series began with [Land That I Love](#) and continues with [Live Laugh Love](#). Both designs have been popular for years and are now experiencing a re-birth with the newer version. What a bargain to get both designs in one chart for just \$5.25 each. These designs are great for your first "Over 1" experience. Very quick and do-able. Give it a try.

Mill Hill — This company has so many new kits, I don't know where to begin. All Mill Hill kits include floss, needles, beads, buttons and perforated paper to do the project from start to finish. The *Autumn Harvest Collection* features 6 small ornament/magnet designs. The series includes [Candy Corn](#), [Indian Corn](#), [Football](#), [Music](#), [Pumpkin Man](#) & [Autumn Circle](#). I just love the [Music](#) kit. A staff full of notes swirled under the word *Music*. The "s" in *music* is a treble clef. What a fun quick-to-stitch gift for that special music teacher. Each kit \$6.95

The *Autumn Buttons & Beads* series includes six designs with a variety of themes. These complete kits fit wonderfully in a 6"X6" frame. A large treble clef leads the way for a swirling note filled staff in the design called

[Music](#). A collage of sport motifs and words create [Football Hero](#). The colors of red, white and blue are used in [Log Cabin Quilt](#). Other designs include [Haunted Mansion](#), [Wizard & Moonlit Kitties](#). Pop it into one of Mill Hills premade frames and you have a wonderful gift for \$30.00. Each kit is \$12.95 Frames \$16.95

Mill Hill released two new collections of ornaments this year. Each collection features 6 ornaments. The *Winter Holiday Collection* offers [Star Santa](#), [Candy Canes](#), [Merry Moose](#), [Holly](#), [Holiday Stamp](#) & [Kris Mouse](#) to choose from. Each kit \$6.95

The *Christmas Jewels Charmed Ornaments* collection offers 6 designs that look like round and teardrop shaped glass ornaments with a little gold holder at the top. Choose from [Golden Tannenbaum](#), [Sapphire Snow](#), [Ruby Forest](#), [Garnet Spiral](#), [Emerald Wreath](#) and [Diamond Holiday](#). We have several ladies that stitch these up for holiday bazaars and they are very popular. Each kit \$6.95

This years Santa series focuses on *Southwest Santas*. These Santas stitch up to be about 3 1/2" X 5". One is [Desert Santa](#). Another is [Canyon Santa](#) and there is [Mesa Santa](#). Kits are \$6.95

A special series this year is *Magi Trilogy*. Choose from the three Wisemen, [Balthasar](#), [Gaspar](#) & [Melchior](#). These designs stitch up to be 4"X4 1/2". \$7.95 each. All the above designs will make a wonderful gift tag, magnet or pin!

I've saved the best for last. The *Winter Buttons & Beads* series. Three of my favorite things are combined in [Winter Woods](#). I love Colorado, birds and snow. A cluster of trees (look like Aspens to me) with snowflakes falling as a single redbird perches on a branch. Very pretty. Other designs include [Home for Christmas](#), [Holiday Delivery](#), [Holiday Stocking](#) & [Hanging Around](#) and a Santa in [Believe](#). Kits \$12.95 Frames \$16.95 each

Mirabilia Designs — Nora Corbett's newest design is called [Lady Alexandra](#). A timeless design filled with elegance and glamour. Tucks of soft gold fabric create a form fitting body which flows into a full skirt with beaded brocade. Midnight black velvet accentuates the top of the bodice and back with oversized bows. A graceful beauty. Chart \$16.25

Prairie Schooler — The last couple of years the Prairie Schooler's new Santa arrived the week of our *Christmas in July* sale. We honestly never know for sure when he will arrive. Often he's accompanied by FOUR new leaflets, but so far I'm not hearing any buzz! Make sure you're on our call list for the Santa and/or the leaflets. You'll be notified as soon as they come through the door!

Teach a Child to Stitch

All of the employees here at Heart's Desire LOVE to cross stitch and enjoy helping customers find that perfect design, fabric, fibers and framing. One of our biggest concerns is that the love of cross stitching

carries on to the future generations. I do believe we have more customers under 40 than we did 10 years ago and that excites me.

Linda Kersting and Karla Seals were brainstorming one Saturday (the boss was gone) and decided to come up with a special kit focused on "Teaching a Child" to stitch. They found a freebie, fabric and fibers and Linda ran with it. She stitched up the cutest tropical fish scene and attached it to a bright woven bag with fun colorful buttons. It's just adorable. Kit \$16.95 Limited supply.

Now I have a challenge for you. During these hot days of summer, TEACH A CHILD TO STITCH!!! It can be a grandchild, niece, nephew, child down the street or a special child from church. When my son was 10 or 11 he wanted to learn and did. Today he's a father and doesn't cross stitch but he can sew on a button if needed. Remember, one simple act can make a difference in a Child's life!

New Models

Make time to come by and take a look at the new models in the store. Here are a few we've added recently. Spring Quakers designed by Rosewood Manor stitched by Karen Fitzgerald. Peace on Earth designed by Erica Michaels stitched by Pam Cornwell. Evergreen Lane by Blackbird Designs stitched by Carol Newlin. Rain Rain Go Away by Prairie Schooler stitched by Sherre Winkle. Lizzy Trewhart Pinpillow designed by Beehive Needleworks stitched by Karla Seals. Five new mini-stockings designed by Blackbird Designs from their monthly stockings series stitched by Linda Kersting. Charity for All designed by Erica Michaels stitched by Heather Shelley. Baby Line-up designed by Trilogy stitched by Karen Lehman. Breath of Spring by Blackbird Designs stitched by Debbie Dorsey. Frosty Flakes by Little House Needleworks stitched by Debbie Dorsey. Springtime Social by Country Stitches stitched by Debbie Dorsey.



Christmas in July Sale! July 28th, 29th & 30th

Our **Christmas in July Sale** is our biggest sale of the year. It has become a *tradition* over the years. Everything in the shop, with a few exceptions, will be **20% off!** Not included in the sale are custom framing, DMC 6 strand floss, on-hand sacks and anything already discounted. As an added bonus we'll give you **20% off** anything we've run out of as long as you pay for it the day of the sale. We can be very busy during the sale so **NO FRAMING JOBS WILL BE ACCEPTED DURING THE SALE!**

Dazor Lamp Sale

	Regular	Sale
Dazor Circline on Pedestal.....	\$382.25	\$330.00
Dazor Circline on Caster.....	\$402.25	\$350.00
Dazor Stretchview on Pedestal.....	\$445.00	\$385.00
Dazor Stretchview on Caster.....	\$465.00	\$405.00
Dazor Desk Top.....	\$350.00	\$300.00

Just Cross Stitch Ornament Magazine

The annual Just Cross Stitch Ornament magazine continues to be the best value of the year. The magazine is filled with designs, recipes & articles from 75 designers. We keep our "must have" list from year to year so we'll give you a call when it arrives. We expect it to arrive towards the end of September. \$8.25 each \$3.25 to ship.

Email Problems

As many of you know Heart's Desire has had several issues with computer hacking. I apologize for any inconvenience this has caused you.

If you have emailed us recently and had no response from us, it is simply because we are not getting all of our email. Please be persistent and give us a call so we can answer your questions and/or fill an order.

We are in the process of changing our email and/or acquiring our own domain to reduce the issues. Email customers will be notified via email; otherwise contact us by phone to get the new email address.



Heart's Desire Family News

Last Fall Joyce, my right arm, told me that her husband, David, was retiring March 14, 2011. Naturally I was excited for him but concerned it would change Joyce's working status. She assured me that she wanted to continue working although she might take an extra day or two here or there. What a relief! David retired March 14th!!!

The night of April 21st, David knew something wasn't right and Joyce rushed him to the hospital. Testing revealed he had a blood clot in his upper spine area. He had surgery on April 22nd to remove the blood clot that pretty well left him paralyzed from the chest down. After 6 days in the hospital he was sent to a rehabilitation facility. *Joyce never left his side.*

After 10 days of very hard work David was beginning to show improvement when he became ill and was taken back to the hospital. The doctors feared a bowel obstruction. After 5 days they decided they needed to take him to surgery. When they came to get him for surgery, exactly two months after he retired, David had passed away.

David was a great guy and will be sorely missed by his loving family and a bounty of friends. Joyce's strength and faith continue to amaze me. We know there will be some rough times ahead but returning to work and having the support of friends and all our Heart's Desire friends help ease the pain.

I would like to Thank you...our Heart's Desire friends & family for all the love and support you've shown Joyce and all of us throughout David's illness and death. Your kindness will not be forgotten.



Fall Calendar



CHRISTMAS IN JULY SALE! Thurs., Friday & Sat. July 28th, 29th & 30th		
Over 1	Saturday, Sept. 17th	9-11 a.m.
Over 2	Saturday, Sept. 24th	9-11 a.m.
Over 1	Tues., Oct. 4th	5:30-7:30 p.m.
Finishing Class	Saturday, Oct. 15th	9-11 a.m.
Over 2	Tuesday, Oct. 25th	5:30-7:30 p.m.
Russian Punchneedle	Saturday, Oct. 29th	9-11 a.m.

CHRISTMAS FINISHING DEADLINE ~ OCTOBER 1ST.

CHRISTMAS FRAMING DEADLINE ~ NOVEMBER 23RD.

xxx *Heart's Desire* xxx

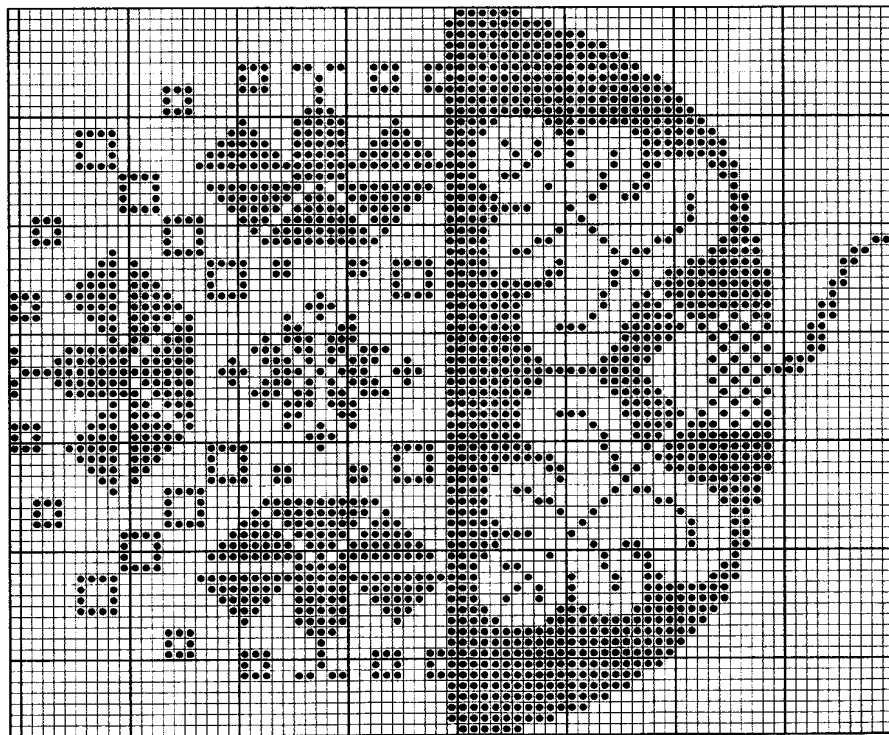
3210 E. Douglas • Wichita, KS 67208

Shop Hours:
Tues., Weds., & Fri. 10 a.m. - 5 p.m.
Thurs. 10 a.m. - 6 p.m.
Sat. 10 a.m. - 4 p.m.
Closed on Sunday and Monday.
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Quaker Acorn

Stitch Quaker Acorn using Crescent Colour's Belle Soie in Mudpie or use your favorite brown thread and favorite Autumn-colored linen. Enjoy!

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