

# TOP STITCH

Volume 20, Issue 1

Winter 2017



## Welcome to Our 20th Year

When we opened our doors mid-December...in 1997, the landscape was a lot different. The Wild Plum - a locally owned restaurant - was our favorite quick meal at the corner of Progress and Biddle...now a razed lot, but for many years in between - a Marie Callender's.

The third Cantwell's Market had just opened before Thanksgiving in their new building which now houses La Clinica. I imagine there are many of you that don't recognize that name, so for clarification, Cantwell's original grocery store was in Ashland, and you can think of it as similar to Market of Choice. They had later opened a second store on the south side, near The Manor. Unfortunately this last venture put their resources over the top and they closed it up...Easter Sunday...approximately 6 months after opening.

That first year was marked at every Holiday it seems; for that Labor Day 15,000 sq. ft. of (former) groceries was replaced by porn. So started my losing (but educational) battle with zoning legislation.... But I did eventually get to see that business go (somewhere else) too.

What is now the Hampton Inn were the homes and yards of several single family lots on Morrow. In fact, originally that drive for DQ did not connect with the drive for our lot. What is now called FedEx Office was originally Kinko's, then it was FedEx Kinko's. (Every time they changed their name they denied us space on the street sign, making us harder to find.)

Fabric stores were also different. JoAnn's was inside the R.V. Mall (before they bought out Fabricland for their current location) but more noteworthy were the two independent quilt shops: Rosebud downtown and Calico Junction at the Country Village. We were so impressed with them both that we decided to specialize in fashion fabrics when we brought our BERNINA store here: wools, linens, silks, rayons, knits. In 2003, after much customer urging, we re-worked our inventory from garment to quilt cottons. Jeanette's opened soon after in Phoenix. Meanwhile Quiltz had opened in Ashland, changing hands along the way. Fabric of Vision opened next to Allyson's (thankfully we still have the Kitchen Company). I also remember well Grandma Dee's huge undertaking and the compact Oregon Trail Quilts (originally The Purple Pincushion in G.P.).

It is so funny to think of ourselves as the old timers (and I'm not saying there aren't those even older-timier), but here we are in 2017, starting our 20th year in Medford! And at the exact same location. We're very proud of that. We have always worked hard to take care of the people who invest their trust with us, and especially for those making the long-term choice of buying a sewing machine. You've kept us in business and we're still in business for you. Thank you. And please help us continue on by recommending us to your friends.

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### Top Deal

- Did you buy your BERNINA here? Thinking it's time to update for more thrills? Want to keep your machine in the family? Here's the deal for you:

Buy a new BERNINA at our EVERYDAY VALUE prices during January or February, 2017. Jonathan will give your old machine a complete tune-up at no charge (an up to \$199 value) AND - come take your new owner's classes ALONG WITH the family member that's getting your original model. That means they get the \$200 new owners' class absolutely FREE!

Renew your joy of sewing by sharing it with your loved ones. The right time is now.

## In the Works: A Year to Sew

If you are wondering where the Club classes have gone – those things I usually post on this page - well my short answer is, “I’m taking a sabbatical.”

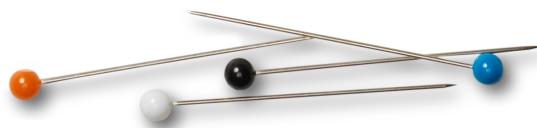
After six years of presenting 20 (*unique*) classes per annum, or essentially a brand new class every two weeks, I’m taking a year off to sew for myself. Not that I won’t still be working my normal days at the store, nor periodically making a quick sample from pattern, but my so called ‘days off’ will be focused on enjoying my artistic expression in all its forms instead of preparing to teach.

Part of what lead to this decision was receiving word last spring that the Britt Festival has chosen me to create their fine art poster for 2018 (an annual tradition). I had answered their call for artist entries with my portfolio of art quilts, and they were thrilled at the idea to have their very first textile art piece. The completed quilt will be unveiled next spring (2018) and they will have posters for sale throughout that season. It should go without saying that I am both honored and excited. The hard part has been keeping it under my hat for so long!

My past quilts have taken 3 - 9 months, depending on the size, so I expect this one will take about 4 - 6. And once I get started, with the way I work in my painterly mode, the sewing room will soon be - by best description - a swamp of fabric covering every flat (or close to flat) surface. (For example: Is that a cat under there???) Once I started thinking of the logistics, of having to straighten up for more structured work, and of constantly thinking about the art I would rather be working on, I came to the conclusion that everyone would be best served if I gave up the clubs for awhile.

In the time I’ve had to reflect on these developments I’ve been trying to think of a way I can share the “Britt Quilt” experience with our Top Stitch friends. Since the project still hasn’t quite taken shape, I’m still not sure how I’ll be going about that. For the final effect - so that the unveiling ceremony is truly a Britt event - I am contractually prohibited from revealing too much of the project ahead of time. Think “trailers only”.... So for the time being, if you are one of those who would like to stay in the loop (...and it may be loopy ;-), please send me an email letting me know. (topstitch@qwestoffice.net) I will be keeping a separate list from our normal store postings specifically to keep those who are interested up-to-date.

And yes, I know there are many of you thinking (maybe screaming), “Just do Face-Book.” Problem I’ve always seen with FB is that it takes up a great amount of time - in that cyberworld engulfing us - and I really would rather use that time to sew in my private world. So, if you are interested in being on my private list, just let me know.



### Class Policies:

Space is limited; as a courtesy to others, please inform us immediately if you need to cancel (there may be others on a waiting list)

We will cancel a class three days in advance if we do not have the minimum number of students.

You are expected to put a reservation on your calendar; we do not make reminder calls.

Find a quick link to our interest account from our website:



**www.TopStitchBernina.com**

Or go directly using a PC:

**www.pinterest.com/  
topstitch95**



### If using a mobile device:

go to our website first and click on the link along the left side of the screen - then bookmark or follow us for easy access.

These classes are complimentary with purchase of a machine from TOP STITCH.

- If you purchased your machine from us you are welcome to take the New Owner's Guide classes additional times at no extra charge as long as space is available.
- Choose one of the options listed below then call or come in to reserve your space (pre-registration is required).

**BERNINA SEWING MACHINE USAGE - \$200.00** (*Free with machine purchase*)

- Saturday, January 28, 10:00 am - 4:00 pm
- Wednesday, February 8 and Thursday, Feb. 9, 10:00 am - 1:00 pm (both days)
- Saturday, February 25, 10:00 am - 4:00 pm
- Tuesday, March 14 and Wednesday, March 15, 1:00 - 4:00 pm (both days)
- Saturday, March 25, 10:00 am - 4:00 pm
- Wednesday, April 5 and Thursday, April 6, 1:00 - 4:00 pm (both days)
- Tuesday, April 25 and Wednesday, April 26, 10:00 am - 1:00 pm (both days)

**BERNINA EMBROIDERY USAGE - \$100.00** (*Free with machine purchase*)

- Tuesday, January 31, 10:00 am - 1:00 pm
- Saturday, February 18, 10:00 am - 1:00 pm
- Tuesday, March 28, 1:00 - 4:00
- Saturday, April 1, 10:00 am - 1:00 pm

**BERNINA SERGER USAGE - \$200.00** (*Free with machine purchase*)

- Saturday, February 4, 10:00 am - 4:00 pm
- Tuesday, March 21 and Wednesday, March 22, 1:00 - 4:00 pm (both days)
- Saturday, April 29, 10:00 am - 4:00 pm

When you Buy a **BERNINA** at **TOP STITCH** the following services are included:

1. Complete Class Instruction for use of your new machine at no additional cost.
2. Free, unlimited trouble-shooting assistance by phone, e-mail or in-store.
3. Full warranty coverage performed on our premises by a BERNINA specialist.

**Plus** our **exclusive BERNINA BUYERS' BONUS** Discounts:

- ▶ **15% off** regular priced fabrics, notions, books, machine accessories, embroidery designs, etc.
- ▶ **Discounted** maintenance & service on purchased machine (saves you up to \$110. for each service).

**Your 15% discount** is good for one full year after purchase and will be renewed automatically for another 12 months whenever you pay for maintenance on the machine purchased (at the discounted price).

# TOP STITCH BERNINA<sup>+</sup>

made to create



1596 Biddle Rd.  
Medford, OR 97504  
(between Progress & Morrow)

www.TopStitchBernina.com  
topstitch@qwestoffice.net  
541.608.7722

Monday—Friday 10:00 - 5:00  
Saturdays 10:00 - 4:00

**FREE**  
**BERNINA SEWING STUDIO**  
BY KOALA WITH PURCHASE OF  
A BERNINA 880 OR B 790  
**A \$4,499 VALUE!\***



NOW THROUGH  
JANUARY 31

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\* Offer includes one base model BERNINA Sewing Studio by Koala, from choice of 8 wood finishes. Customer is responsible for shipping and handling costs of \$349 and any other additional options such as a drop-leaf extension, taller height build, machine insert, etc. Cannot be replaced with any other offer. Not valid on previous purchases. Cannot be redeemed for cash. Some exclusions may apply.

We will be  
**CLOSED**

Wednesday,  
March 1 -  
Sunday,  
March 5

## *Annual* *"In With the New"* **SUPER-SALE**

**JANUARY 2 - 28**

**20 - 60% Off all Fabrics\***

*New this Year:* **20 - 60 % Off**  
**all in-stock Patterns & Books**

(\*1/2 yard minimum cut. Muslin, Kona Bay black and American Made Brand solids excluded)