

# TOP STITCH

Volume 21, Issue 1

Winter 2018

## Celebrating Tradition



YEARS  
CELEBRATING YOUR  
CREATIVITY

This month we proudly celebrate our 20th year in Medford (no small feat as small business goes). We even now have a street side sign on Biddle Rd. How exciting it is that we get to share OUR special year with **BERNINA's** Golden 125 years!

**BERNINA's** beginnings go back to Karl Friedrich Gegauf. Born in Germany in 1860, he rebelled against the family business - medicine - to apprentice as a mechanic. He was hired by a knitting machine company in Switzerland where he became exposed to the renowned embroidery of the region. Fascinated by the technology, he decided to invent an embroidery frame for embroidering monograms on handkerchiefs. None of the companies he approached appreciated the efficiency of his time-saving device though, so he bought an embroidery machine and attached his hoop and started making said monogrammed "Tüechli".

Soon he had a factory full of machines, but his main goal was to promote the patented hoop, not the highly fashionable - and in high demand - embroidered goods of the day. He joined forces with brother Georg, known for his commercial sense, and the business thrived on both levels. In dealing with manufacturers, K.F. Gegauf learned of the difficulty they had in producing hemstitched items; it still had to be done entirely by hand. He put his mind to solving that problem and after many experiments succeeded in constructing the first hemstitching machine. Patent no. 4570 was granted in 1892 and the "sewing machine for trimming, hemstitching and fancy stitching" took the world by storm. Gegauf became a household name; the term "gegaufen" became synonymous with hemstitching.

Fast forward to son Fritz Gegauf, who carried on the business until the world changed and fancy embroidered linens were no longer desired. The industry was being decimated and Fritz needed to find another customer base. Home sewing machines seemed a good bet for the depression economy so Fritz designed the first **BERNINA** in 1932, taking the name from the highest peak along the Italian Swiss Alps. In 1945 **BERNINA** released the world's first portable zigzag sewing machine for home use (the industrial 117 launched in 1937).

Daughter Odette Ueltschi-Gegauf took on the firm rather abruptly when her younger brother died in 1965, handing her the reigns to the family business. Leading by listening and guiding with instinct, she ushered in the now-famous red-case 830 and was integral in the development of the first fully electronic 1130, making sure it would be easy for women to use.

Current owner, H.P. (Hanspeter) Ueltschi, has been training his children, Katharina and Philipp to take the helm when he retires. **BERNINA** continues to lead with Swiss engineering and passion for sewing. As we celebrate this special Anniversary we invite you to visit to see our latest machines, the legacy of a proud family tradition; a tradition meant to last.

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### Top News

#### Just in Stock:

in the tradition of patented hoops - the latest **Midi Hoop** with BERNINA ratchet closing system. Designed for the Next Gen 5 series, it can also fit the 7 or 8 series. At a versatile 10.4" x 6.5" this may become your most used hoop.

**Echo Quilting Clips** for your BERNINA Ruler Work foot #72 or #96.

The set of 3 acrylic rings snap onto these free-motion feet to increase your echo quilting options while using rulers.

**Don't miss our 20th Anniversary Sale - our biggest sale ever: January 5 - 27**

## In the Works: Britt Quilt Countdown

Now that 2018 is here, the due date for the Britt Quilt is just around the corner. In December I started getting anxious to see it get done and began concentrating most of my non-store time to completing the seamed piecing, which is always the most time consuming part of the process. This is the core foundation; the backdrop of color and pattern that I will accentuate and define using heavy stitching in the quilting process.

The foundation is what makes the quilt look 'painterly', a term often used in describing art - the dictionary definition as: "Characterized by qualities of color, stroke, or texture perceived as distinctive to the art of painting, especially the rendering of forms and images in terms of color or tonal relations rather than of contour or line." Choosing - or as I often say 'auditioning' the fabrics - finding the perfect color and texture from the available sources (otherwise known as my stash) is fun but challenging. Sometimes I find that I need to re-work drafted lines in the puzzle, and I just start assembling on the fly, building sections like a crazy quilt. And sometimes I actually have to rip a bunch of seams because it doesn't quite fit as hoped or the fabric is 'telling' me it wants to be somewhere else (...possibly in the trash).

I should point out that in early December I was at that point where my mental visualization is disproportionately ahead of the physical creation. This is when I start to worry that I may be losing the image and I vacillate between feeling simply impatient and nearly terrified. The only cure is to keep on going, buckle down and as Tim Gunn would say, "Make it work." So on Christmas Eve I was able to pin together the quilt sandwich and get it ready for the next step: using thread through the sewing machine, feed dogs dropped, free motioning like sketching with a pencil. This is when I will get to define the shape and details so that others will see what I'm seeing (at least that is my hope).

When I first started my travelogue quilts and I came to this juncture I would panic. After months of contemplative and painstaking piecing, the idea of now stitching all over it - the idea of possibly ruinous work - was a real, but not necessarily valid, fear. Remember that having a seam ripper handy is like having an eraser while you draw. Unlike watercolor, there is plenty of options to re-work if necessary so the final quilting should not be as scary as it sounds. And, in fact, this time I am eager to move on to this step. Now that I understand that the quilting lines will add dimension and definition; that I can actually use them to 'correct' a problematic area, I no longer worry as much about finding absolutely 'perfect' fabric choices and look forward to \*Quilting it out\*.

So with my focus on the Britt Quilt itself, I've decided to put off blogging until I'm done. Still taking lots of photos and jotting thoughts for that future, but doing what I really love until I hand in the assignment and call it complete!

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. each time.  
(\*only applicable when our authorized technician was the last to work on the machine)

**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.

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

- Taught by master technician, experienced tailor and all around sewing guru, Jonathan Hanken, these classes surpass the information usually provided and greatly enhance your success and enjoyment with **BERNINA**.
- Choose one of the options listed below for your model, then call, email or come in to **reserve your space** (pre-registration is required). The Embroidery segment can be taken before OR after your basic sewing class.
- If you **purchased your machine here** (new, demo or USED) you can take your New Owner's Guide classes additional times at **no additional charge**.

### 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.

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

- Saturday, January 27, 10:00 am - 4:00 pm
- Tuesday, February 6 and Wednesday, February 7, 10:00 am - 1:00 pm (both days)
- Saturday, March 3, 10:00 am - 4:00 pm
- Tuesday, March 20 and Wednesday, March 21, 1:00 - 4:00 pm (both days)
- Saturday, April 14, 10:00 am - 4:00 pm
- Wednesday, April 25 and Thursday, April 26, 10:00 am - 1:00 pm (both days)

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

- Wednesday, January 31, 10:00 am - 1:00 pm
- Saturday, February 3, 10:00 am - 1:00 pm,
- Tuesday, February 13, 10:00 am - 1:00 pm
- Saturday, March 24, 10:00 am - 1:00 pm
- Wednesday, April 4, 1:00 - 4:00 pm

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

- Saturday, February 10, 10:00 am - 4:00 pm
- Tuesday, March 27 and Wednesday, March 28, 1:00 - 4:00 pm (both days)
- Saturday, April 28, 10:00 am - 4:00 pm

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

made to create



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\$5.00 off FABRIC purchase of \$25 or more  
\$10.00 off FABRIC purchase of \$50 or more  
\$20.00 off FABRIC purchase of \$100 or more

With coupon. Applies to fabric purchase only. Expires 1/31/18

Looking for a USED BERNINA? Call us first! Jonathan can discuss which models would be best for your needs (including budget), and can make sure it is in perfect working order - GUARANTEED. You also are automatically enrolled in our **BERNINA Buyer's Bonus** program - saving you hundreds on service alone!

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

## CLOSED

Saturday,  
March 31

## *Annual "In With the New"* AND 20TH ANNIVERSARY **SUPER SALE**

20%-60% OFF ALL FABRICS\*  
20% OFF PATTERNS & BOOKS  
20%-40% OFF ALL THREADS  
20% OFF BERNINA FEET  
**JANUARY 5-27**

\*one half yard minimum, muslin and solids excluded