



My Label™

3D FASHION PATTERN SOFTWARE

The first ever consumer made-to-measure pattern software with a personal model. See the results before you sew them! Special package price \$550*

*includes software, measuring kit, pattern storage envelope, measuring session, and labels. Also, My Label contest! See inside for details or visit www.berninamylabel.com.

HORN
of America
COLLECTION

All Horn prices have gone up! All cabinets in store and in stock at old prices. See the full line on display. 20% off MSRP every day.



Beth's
creative stitchery

Nov/Dec/Jan 2007-2008

Sew... We just finished our bi-annual fabric swap. Customers who participate always comment how glad they are that we do it. It gives them a chance to clean out, guilt free, their sewing rooms. Fabric not sold is donated to some worthy group. It reminded me of one of my favorite quotes by Eleanor Peace Bailey. I took a doll making-class from her about 10 years ago. I don't often remember quotes, but this one rang true, especially for the creative community. Eleanor said:

"There are 3 stages to creativity. First, you must acquire all of the things (materials) for the creative process. Second, you must organize your stash. You organize in two ways. First, put your materials in order and second, you must organize your projects. And the third stage, and most importantly, you must purge all things that are no longer part of your current creative process, for it is often the reason our creative process stalls."

I am a firm believer in step #3. If you no longer weave baskets, get rid of your basket-making supplies. If you no longer sew for children, find someone who would love your juvenile flannels. When you are done with a quilt, it might be best to purge away the unused bits and pieces of fabric.

Lately, I have been looking at this over-stuffed shelf in my kitchen that contains lots of baking stuff...

Laura



Purchase an artista 730E Anniversary Edition between now and 01/02/08 and...

- Join Bernina for special 2+ day VIP event in Chicago in April 2008!
- Bernina will take care of your hotel accommodations and meals.
- The Bernina of America Education Dept. will deliver a program that is sure to delight you.
- Access to the Spring International Quilt Festival Preview Night.
- View the Bernina Fashion Show, all courtesy of Bernina. See store for details.



A Season For Giving

We are an official Toys for Tots collection site! Stop by our store and donate a new, unwrapped toy! Bernina will donate \$50 with every purchase of a new artista machine. For more information, go to www.berninausa.com/ToysForTots.

www.bethscreative.com

SPECIAL HOLIDAY STORE HOURS

- Thu Dec 6,13,20 - 10am to 7pm - Elves night
- Wed Nov 21 - 10am to 4pm
- Sun Dec 2 - 3pm Holiday Open House
- Mon Dec 24 - 10am to 2pm
- Wed Dec 26 - noon to 5:30pm
- Mon Dec 31 - Closed for inventory
- Closed on Thanksgiving, Christmas Day, New Years Day



Bernina of America and its dealers are long-term supporters of the Susan G. Komen Breast Cancer Foundation.

<p>NOVEMBER</p> <p>THREAD BUY 3, GET ONE FREE</p> <p>OEESD Design of the Month - Christmas</p>	<p>DECEMBER</p> <p>Download the Christmas gift list and coupon on November 21</p> <p>OEESD Design of the Month - Anything Applique'</p>	<p>JANUARY</p> <p>SEWING MACHINE SERVICE ALL MAKES & MODELS</p> <p>\$10 OFF</p> <p>OEESD Design of the Month - Flowers</p>
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LAST CHANCE TO ENTER TO WIN AN ACTIVA 210 Drawing December 31



NOV, DEC, JAN 2007 - 08



- Special gifts to all!
- business card case
- Make an embroidered Try needle punch
- SUNDAY DEC. 2 • NOON - 3 PM HOLIDAY OPEN HOUSE



www.bethscreative.com
614.436.2611
Columbus, Ohio 43214
5324 N. High Street

Beth's creative stitchery

INTRODUCING THE **AURORA 450!**



Easy to use, mid-range priced 9mm decorative stitching machine. 160 decorative stitches, 9 buttonholes, 33 construction stitches, more! Exclusive Bernina Stitch Regulator and embroidery compatible. Smooth, solid, quiet, and good-looking machine.

BERNINA News

MY LABEL - Make Nina part of your sewing family! Introducing Bernina's newest and extremely exciting product. We saw her this summer in Florida and could hardly wait for her to jump in her box and join us in Ohio. Who is she? Well, she's YOU! Plug in your measurements, and Nina morphs to YOUR shape. Pick a pattern and fabric, and sew it right to Nina! See how the pattern will fit and hang...even set a tension meter to see how snug the garment will be. Join us for the Columbus preview of "My Label" software. You'll want to take her home! For a fashion show and mini demo, go to www.berninamylabel.com. Sat. Nov. 24, 10am to noon

MY LABEL CONSUMER CONTEST

Now that you have it, show it off! Make any garment using the My Label software and you could be a winner! All entries must be postmarked by 3/1/08. For more information and entry forms go to www.BerninaMyLabel.com or stop by the shop.

AWARD-WINNING QUILT PROGRAM - Join Nina McVeigh from Bernina as she presents lecture/demo one day and hands-on the next. This program is continuing education for quilters to show machine quilting techniques and new machine technology. This is a special guild program, and limited spaces will be available if not sold out. So mark your calendar for Feb. 14 and 15. Workshop Fee \$30, Supplies \$20.

CHRISTMAS IDEAS!

Want that artista 200 BSR update? How about an embroidery module to go with that aurora sewing machine? And a stitch regulator! Need the Compact Fluorescent Light? Wouldn't a knee lever be great! **WATCH FOR OUR ANNUAL GIFT LIST** to be posted on our website Nov 21. We will have special "upgrade" deals along with our traditional checklist of products. Fill it out, give it to your Santa, and our "elves" will fill the order!

LATE FALL/EARLY WINTER SCHEDULE HIGHLIGHTS

- Pants fitting and construction with Ric Hurley
- Mini Pins - youth sewing program
- Embroidery Machine Try Before You Buy
- Zip It Up - zipper installation
- HOOP-IT-ALL project class
- Super Bowl Pocket workshop
- Software clinic, basic computer, basic sewing machine instruction

See our schedule at www.bethscreative.com

Sew, for your information

WE BELIEVE... Every person who has chosen to sew on a Bernina has chosen the best the industry has to offer. Every Bernina owner should receive the best in education and service. When you walk through our door, you are entering the finest sewing establishment in Central Ohio. Visit our website and find out more about us and the Beth's Creative Stitchery Quality Assurance Package.

CLASS SCHEDULE, E-BITS NEWSLETTER, and OUR WEBSITE - Our class schedule is always ready before the newsletter and is posted on our website. By signing up for our E-Bits newsletter, you will receive advanced notice of when the new schedule is ready for download, new products, sales and upcoming events. Sign up to receive the e-mail link at bcs@bethscreative.com. If you do not have e-mail, stop by in person or we would be happy to send you a hard copy. Please make your request by mail with a large self addressed stamped envelope. Also, visit us at www.bethscreative.com today.

LAURA'S BLOG - Heather Bailey convinced me to do this! It won't always be about sewing, although I will share any current projects with you. So far, I am surprised at my own ramblings! I hope you will "lark" at them and enjoy. Visit me about every 10 to 14 days at www.bethscreative.com.

NEW CLASSROOM CHAIRS! - After 25 years with the "banquet hall" variety, it was time to replace the chairs. We now have 8 beautiful burgundy upholstered, fully adjustable Ergonomic Advantage chairs. Once you sit in one, you will want to take it home...but don't! Custom order your own and have it built just for you. **THIS WOULD MAKE A GREAT CHRISTMAS PRESENT!**

DISCONTINUING SULKY THREAD - After having sulky rayon thread in the shop for over 15 years, we have decided to discontinue the line. We are currently testing several very shiny polyester embroidery threads that look like rayon threads without the breakage. Don't worry Isacord users. It is our benchmark for quality, and we will remain your source for this great product. Stock up on Sulky 40# rayon thread today at 40% off MSRP.

BETH'S CREATIVE STITCHERY 25TH ANNIVERSARY - Don't forget to enter our drawing for an activa 210. Drawing will be held Dec. 31, 2007. Enter with every visit.

SILK DUPIONI and SILK ROAD CLUB - A favorite with clothing manufacturers, whole cloth and art quilters, home decorating; and clothing constructors. 21 luscious colors in stock. Join our Silk Road Club to get the first cut and start to collect all of the colors. We will add 2 to 3 new colors every season. \$16.99 a yard. Learn the details and color availability at www.bethscreative.com.

PROJECT LINUS DROP-OFF - BCS is an official drop-off site for all donated blanket or quilts.

WELCOME GRACELAND SINGER! - After over 25 years in business, the owner of Graceland Singer decided to retire. Her trusted repair person Steve Coat, has taken up residence in the south front of our shop. Many of you already have had him repair your non-Bernina machines. He is good natured and a very talented sewing machine repair person. We are delighted to have him in the shop and have joined forces in a continuing effort to provide quality service.

SHOP ON LINE AT www.checkerdist.com - Now you have a supply warehouse at your fingertips! Shop one of the biggest sewing and craft suppliers. Create your own wish list and bring it to us to fill.

SHARPENING ON SITE - Your one-stop location for sharpening all scissors, rotary cutter blades, knives, and garden tools (or anything with a blade). All items done within one week. Prices range from \$7 to \$18.

FREE PACK OF NEEDLES! - Every time you have your machine serviced, bring in an empty RED Bernina 5-pack of needles, and we will refill it FREE with 5 NEW size 80s. Valid on regular pay services only.

Marketplace

Stocking stuffers and guild gift ideas!

- *Diane Gaudinski's silk quilting thread by YLI - \$18 a spool
- *Soak rinse-free hand wash soap - \$16
- *Fat quarter bundles by Benetex - \$
- *Fat quarter silk Dupioni - \$4.25 each
- *OESD Embroidery write your own CD - \$50
- *Sulky thread - 40% off \$3.39
- *Unique Sewing Books
- *Amy Butler stationery & note cards - \$10 to \$15



ANNUAL HOLIDAY GIFT LIST - Complete check list of Bernina product & sewing merchandise perfect for holiday giving. Special coupons & discount for your Santa! Download available 11/21/07.

The Christmas Collection from OESD

Only two collections available. FREE any embroidery-related \$100 purchase or \$15 with a \$60 purchase. Design collection valued at \$30.

Home Gallery Catalog 8

The best of OESD in one BIG home catalog. Get 15 collections with purchase. That's \$12 a collection! \$200.

Gift Cards Available!

For any amount!



Silk Dupioni Fabric Club

Start with 14 luscious colors, continue quarterly with 2 to 3 new colors. No Membership fee, free shipping. Details at www.bethscreative.com or contact us in person.

CONGRATULATIONS TO:

Congratulations to the following customers who completed their MASTERING YOUR BERNINA.

Nancy Amaral 440	Peggy Johnson 730	Karen A Rausch 730	Judy Kay Woods 720
Judy Chosey 230	Ruthie Limes 630	Nancy Roehrs 230	Carolyn Burke 440
Joy Egan 440	Barbara Palumbo 630	Marlene Sheets 430	Rosemary Knickerbocker 180
Charlotte Emerick 630	Nancy Pfeifer 730	Susan Teft 180	Connie Spillman 240
Karen Fleeman 200	Kathy Picklesimer 200	Barbara Wingert 730	
Elizabeth Harzoff 730	Nini Raabe 200	Cheryl Winigman 200	

NOV • DEC • JAN 08
SCHEDULE
Available at

www.bethscreative.com