

Bear in Mind

An electronic newsletter from Bear Threads Ltd.

Volume 9 – Issue 2 February 2017

From The Editor –

What a crazy winter we have had so far. From 70 degrees to sub freezing and back again, we have covered the weather map. We even had an inch of snow Sunday evening at our house! I think the Ground Hog will not know which way to wager this week. We'll see.

Easter is still 10 weeks away and that certainly is plenty of time to dream, plan and complete several new garments for the Easter holiday and egg hunts.

I need to dispel any rumors that Bearissima II is gone. ABSOLUTELY NOT! We still have thousands of yards of Bearissima II in all colors, so shame on whomever it was that started that rumor! And by the way, we still have Bearissima in all colors. When Bearissima and Bearissima II are consistently the only fine batiste produced today how could we not keep it in stock?!! To refresh your memory Bearissima is the medium weight available in White, Ivory, Ecru, Pink, Blue, Lilac, and Appenzell Pink. And Bearissima II is available in White, Cream, Pale Pink, Light Peach and Aqualine Blue. And while we are on the subject of batiste, we also have the famous Giger batiste that is 'oh so sheer and dreamy'. It is the PERFECT batiste for day gowns and available in White, Pink, Blue and Wintergreen.

As many of you know, my goal in this endeavor, from the early 80's, has been education. One of the reasons I started this business was to educate and correct many of the myths regarding textiles that run rampant in this industry! My biggest campaign has been that of Handlooms vs. Schiffli insertions. NOT all Swiss insertions stitched in color are Handlooms. But that is not for this issue!

In talking with customers on the phone this past month it suddenly came to my mind that many conversations that occur during the order placement come down to a mini educational lecture. And I thought "if this conversation helps one, all our readers could benefit". And so in this issue you will find the first of a monthly column entitled '*AND NOW YOU KNOW*'. Many subjects will have been addressed previously in the newsletter, but if it did not take the first time for some, perhaps it 'bears' repeating. So with Mollie's creative ideas and a little education, enjoy a February of warm, cozy sewing.

Happy Stitching,

Sheila

My Continuing New Year Resolutions

As I mentioned in the January newsletter, Tami Litton's "creative combinations" notebook motivated me to make 2017 the year that I accomplish multiple sewing projects and return to my best form of creativity and relaxation. At our ladies sewing weekend in mid January, I accomplished several projects and began working on several outfits for baby gifts. Tami used the four navy printed pique Bear Threads fabrics and made a baby quilt. I'll have pictures of that in a newsletter in several months. Last month we showcased some of the beautiful laces, embroideries, and fabrics to create beautiful heirloom outfits using only ecru and white as the palette. This month I want to showcase some additional Easter and/or spring possibilities featuring our Bearlin fabric (52% Swiss made Irish linen/48% Swiss cotton) which are less formal but so easy to make. Best of all three of the outfits which will be showcased are perfect when trying to coordinate siblings' outfits.

Photo #1 shows a beautiful spring sleeveless dress and/or jumper. The bodice is made of blue and white check Swiss voile and the skirt is made of Bearlin in mais. The neck and sleeves of the bodice are piped with the same yellow Bearlin as the skirt. A six inch embroidered blue, yellow, and green floral edging (E-503) on white Bearlin is at the bottom of the skirt. The insertion used to complete the bodice and its joining to the skirt is from the same family (E-502). E-4N was the white entredeux used on both the bodice and skirt to join the embroidered edging and insertion. The dress has two floral accents at the shoulders which were made using gather small strips of the embroidered edging (E-501B). Pale yellow buttons are used for the centers of the flowers. Imagine the possibilities of these fabrics and embroideries on baby bubbles, jumpsuits, as well as dresses and jumpers.

Photo #2 shows a close up details.





Photo #3 shows a sleeveless dress made using a Wendy Schoen pattern. The bodice is made of blue Bearlin. The white collar is edged with E-710 and a yellow floral motif which we carry is used to bring a touch of yellow to the bodice. The tiered skirt is made with three rows of gathered ruffles of the 6 inch embroidered edging (E-503) which was also used on the first dress. This is oh so easy to create!!

Photo #4 shows close up details.

Of course, no sewing would be complete without an Easter outfit for the younger brother. The “Hudson” pattern was used to make the adorable shorts and shirt (Photo #3).



The shorts are made of blue Bearlin and are gathered at the waist. The sleeves and collar of the shirt are piped with blue Bearlin as well. The front panel of the shirt is made using small horizontal alternating strips of lace (L-467W) and embroidered insertion (E-8B) in between a vertical strip of E-8B on each side (Photo #4).



The outfits shown can easily be completed before Easter. Join the Tami challenge and make beautiful outfits using the Bear Threads fabrics, laces, embroideries, and motifs.

Mollie Halle

The New England Confectionery Company (NECCO) debuted their Sweethearts Conversation Hearts in the 1800s. Originally called “motto hearts,” their precursor was a trendy fortune cookie-like treat sold during the Civil War called a “cockle,” which had printed phrases rolled up inside its scallop-shaped shell. Printing words directly on the candy was the bright idea of Daniel Chase, the brother of NECCO’s founder. He also invented the machine that both pressed red vegetable coloring on the candy dough and cut the shapes.

NECCO manufactures eight billion Sweethearts per year and approximately 100,000 pounds of candy hearts are sold each day during the six-week period between January 1 and Valentine’s Day.



‘AND NOW YOU KNOW!’

The following are snippets of conversations with customers placing an order during the past month.

*A teacher gave instructions to those making her kits to provide fine Swiss Lawn for the project. What was provided was not such. Many fabrics are today called ‘lawn’ when in fact they are simply a much lesser grade of cotton, not combed, and certainly not with a crisp finish. In the old days these cottons were called muslin and often our grandmothers made day work dresses and aprons of this fabric or similar. BEAR THREADS, LTD is the **ONLY** Company in the world still offering the true, TRUE Swiss Lawn. The woven fabric is very much like batiste, but it is the finish that makes it Lawn. It is a very crisp finish that holds pleats and has a tad of body.

Ed. Note: A further study of Lawn may be found in the January 2012 Issue of Bear in Mind found on our website.

*A customer wanted to order a Maline set in White, Ivory and Ecu. NOT POSSIBLE! 1) French Maline laces are made by one and only one company in France. 2) Maline laces are woven from such fine threads that it is impossible for the fibers to be bleached a snow, stark white. Therefore ‘Maline White’ is slightly ‘off white’, but perhaps not quite our ivory. However considering dye lots (of which we have no control!) Maline Whites and Valenciennes Ivory may at times be combined. 3) ‘Maline Ecu’ is slightly lighter than our Ecu Valenciennes, due to how the fibers take the dye. Again, dye lots will vary, but at any rate, I would not usually combine Valenciennes with Malines as they are two entirely different weights of lace and feel.

Therefore, Malines have only ever been produced in ‘Maline White’ and ‘Maline Ecu’.

Ed. Note: A further study of Maline laces can be found in the February 2016 Issue of Bear in Mind found on our website.

Here’s a sneak preview of the printed pique baby quilt!



Look for the completed quilt in a couple of months.

And again we offer great deals for Easter sewing

See next 4 pages
for big savings on your favorite
fabrics, laces, embroideries
and buttons



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January 2017

INVENTORY **LIQUIDATION SALE**

Our Swiss fabric inventory is marked down 40% with only a few exceptions. Our Swiss embroideries are marked down 40-50% with only a few exceptions. DON'T WAIT TO SEE WHAT IS REMAINING IN A FEW WEEKS AS THESE WILL NOT BE AVAILABLE AGAIN.

This sale is for the trade only with qualifying credentials. All sales are final. No returns or exchanges.

We highly encourage you to plan on attending the Creative Sewing Market in Birmingham January 15th.

**All laces with the prefix 'AB' will be reduced 40%.
This prefix indicates they are Antiques. AB-60 and
AB-62 are excluded, sorry.**

**In addition the following laces will be reduced by
40%.**

L-215 W&E	L-670 – L-671
L-307	L-21 – L-24
L-314	L-320 – L-325
L-4692 – L-4696	L-26, L-27
L-80 – L-85	L-86 & L-89
L-92 – L-97	L-136, L-137, L-138
L-71, L-72, L-73	L-1252 – L-1256
L-75, L-76, L-77	L-187 – L-188A
L-805 Childs' Guipure Lace Collars	
L-54W,I &E	L-41W,I &E
L-41A W,I &E	L-71-73
L-75-77	L-249
L-79	L-307
L-86 & L-89	L-314
L-90W,I &E	L-670, 671,673 &677
L-92-97	L-1252-1256
L-136, 137 & 138	
L-186 W, E & Blk	L-5435 W&E
L-190	L-213
L-216	

**Mother of Pearl Button Liquidation
40% Discount
Our entire stock is now 40% off!**

All laces and embroideries of the former Elaine's Lace Company are reduced by 30-50%, including those Malines that were from Elaine's Lace Company. (NOT BEAR THREADS STOCK!)

FABRICS

All fabrics are 40% off with the exception of the following:

Bearissima and Bearissima II (excepting the below paragraph), Giger Batiste, Tone on Tone Dotted Swiss, Baby Dimity 5547 and 5961, Swiss Flannel in W,I,P,B, and AB, Swiss Lawn and Voile in W,P, & B, Wool Challis, and Bearlin White is 30% off.

Bearissima in Appenzell Pink, Lavender and Ecu are 20% off and Bearissima II in Peach and Cream are 20% off.

EMBROIDERIES

All embroideries are 40% off except E-10 and E-11, E-29W, P, B, AB, I, L, WG and U

E-440

E-13

E-49 I, U, and W

E-15

E-92A

E-16

E-123W

E-211

**E-79, E-80, E-81, E-82, E-82B
27" Flouncings and their trims
All Handlooms**

**IN ADDITION ALL 5" AND WIDER EMBROIDERIES
ARE 50% OFF Except
E-81 White and Ivory**

**ALL ECRU EMBROIDERIES ARE 50% OFF EXCEPT E-
10, E-11, E-16 AND E-211!**

Visit us on the web at www.bearthreadsltd.com
To place an order contact us at 404-255-5083 or 404-255-4001 fax

"Bear in Mind" articles are available on our website. Encourage your customers to check out our website for information and inspiration.