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Dear [member\_name\_first],

Welcome to this edition of "On Ruby Street," the e-newsletter of Ruby Street Quiltworks.

In October we have two great sales a shop hop and wonderful new fabric collections in the shop. Click [here](#) to see the new fabric. Read on for the scoop on the sales and shop hop.



## **Spooktaeular Spectacular Savings! Halloween Fabric 40% Off!**

We have ~~slashed~~ reduced prices on all our Halloween fabric, patterns and gift items. No one has a ~~bettier~~ better selection of Halloween fabric than Ruby Street ~~Ghostworks~~ Quiltworks. There is still plenty of time to ~~witch~~craft for Halloween. Create a cute ~~body~~ goody bag for your favorite trick or ~~screeamer~~ treat. ~~Shroud~~ Decorate your front door with a length of ~~festering~~ festive fabric. Hang ~~man~~ some ~~slimy~~ lacy curtains on your front windows. ~~Decapitate~~ Decorate your ~~haunt~~ home with ~~fungus~~ fun table runners, place ~~bats~~ mats, napkins and ~~tablecloths~~ tablecloths and invite over some ~~fiends~~ friends. Celebrate a home ~~mad~~ made Halloween. Hurry in for the best selection. The sale ~~dies~~ ends on Halloween, Sunday, October 31,

2010.

## **2010 Southwest Washington Shop Hop Crawl - October 22 - 31**

Well, it is called a shop hop, but I would prefer to crawl, as in the better known activity, a "pub crawl." A pub crawl is an open and loosely arranged drinking party, where the participants wander from one pub to the next, liberally



sampling the wares in each establishment. You can see how, at the end of the party, the term "crawl" might be used in the most literal sense. Pub crawls are a great way to meet people, and enjoy the hospitality and ambiance of a variety of public houses.



The Southwest Washington Shop Hop is a great hop to crawl on ... so to speak. Unlike its big sister, the Western Washington Shop Hop, this smaller regional hop includes only (only?) twenty shops. It covers a smaller geographical area, and it crawls along for a weekend, a week and another weekend.

Now, big sister is great! Fast, fun and frantic! 57 shops! Five days! Chips, hot salsa and a margarita on the patio. But little sister is meant to be savored, hot soup on the wood stove, fresh baked bread and chilled wine with a good book. Take your time. Enjoy the shops. Where are the crowds? Sample the wares (you can still drive after). Ask the staff where they eat and where they take their guests. Then, go and see what they love and eat the good food they recommend.

Fall is the perfect time to explore the countryside of Southwest Washington. Experience the natural beauty and great communities in our region. If the weather is fine, plan a picnic lunch in a local park. (Here on Ruby Street we would send you down the street to Tumwater Falls Park - a charming little park with a lovely waterfall and salmon ladders. Fall is the perfect season to witness the salmon run.) If the weather is gray, take that soup in a thermos and make it a car picnic. Most of all, take some friends or make some along the way. There will be quilters at every stop!

Plan to attend now. Details of the Southwest Washington Shop Hop are on our [home](#) page and you can print out directions and a map by clicking [here](#). Better yet, stop by Ruby Street Quiltworks and pick up a map. Passports will be available at your home shop at the beginning of the ~~hop~~ crawl.



## Great Book (and Pattern) Sale - Saturday, October 23

"Fine Fabric and Inspiration for Textile Artists." That is our tag line at Ruby Street Quiltworks. Fine fabric? Absolutely. No one can beat our quality, selection and, only rarely, our prices. But where does the inspiration come from? Well, first off, it comes from the creative and talented Ruby Street Staff. They are always willing to inspire you with ideas, information and advice. Then, there are samples and displays and patterns and books and books and books. What would Ruby Street Quiltworks be without

 books?

Books are a wonderful source of inspiration. They are economical too. For your \$24.95 you usually get several patterns, valuable instruction and innovative techniques. With a good quilt book you also get pleasure: that quiet interlude with a cup of tea, or a glass of wine and a book that wraps you in a creative cocoon of possibility. That is a wonderful return on your investment. Still, times are tough and with many current titles approaching the \$30.00 price mark, quilters often have to make a difficult choice between fabric and a great book.

We don't think you should have to choose. We want to put good books into your shopping bag. We want to make books more accessible and affordable. We want Ruby Street Quiltworks to be your "go to" shop for the best books at the most affordable prices. This month we are doing it the old fashioned way, with a **GREAT BOOK SALE**. On Saturday, October 23, 2010 you will save 20 - 50% on every book in the shop! We'll have lots of patterns on sale too!

Books are inspiring. Inspiration is our mission. We hope that on Ruby Street you will always find "Fine Fabric and Inspiration for Textile Artists."

Thank you for reading this edition of "On Ruby Street." Until the next edition we hope to ...

See you on Ruby Street,

Jan

visit us at 100 Ruby Street SE, Tumwater, WA 98501  
call us: (360) 236-0596 | e-mail us: Staff@RubyStreetQuiltworks.com  
visit our website: [www.rubystreetquiltworks.com](http://www.rubystreetquiltworks.com)

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