

Summer 2010

Sign of the Arrow

9740 Clayton Road
St. Louis, MO 63124
314.994.0606
www.signofthearrow.com

Store hours:

Mon. - Sat.
9:30 am - 5:00 pm
Tuesday until 7:00 pm

IN THE LOOP

A publication of Sign of the Arrow
www.signofthearrow.com

Trunk Shows Galore!!!

May: Jean Smith

June: Fleur De Paris representing
Trubbey and Sandra Gilmore

July: Rebecca Woods,
A Collection of Designs and Alexa

August: Kathy Schenkel

September: Melissa Shirley

October: Cooper Oaks

November: Kelly Clark

Trunk show canvases are always 20% off!
Stop in today to find your special one!

*Christmas
in July! All
Christmas
canvases are
20% off during
the month of
July*



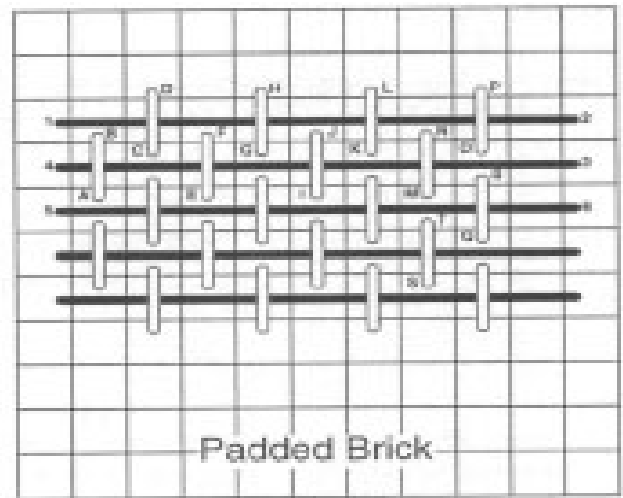
Enter for a chance to win this amazing Melissa Shirley advent calendar - which includes canvases and finishing. One lucky stitcher can start on this magnificent project when a winner is drawn from our raffle, running through July 2010. Chances are just \$5.00 each or five for \$20.00. Don't miss your opportunity to win this canvas valued at \$2225. It's sure to become a treasured family heirloom.

Sign of the Arrow is a philanthropic, retail business supported by over 90 community volunteers which annually donates proceeds to St. Louis charitable organizations & Pi Beta Phi educational programs. Become a volunteer and support local charities.

Beyond Basketweave...

Want to spiff up your Christmas stocking or add pizzazz to the purse you're stitching? Want to try some new stitches? You can join our expert staff and other stitchers every Tuesday from 5:00 - 7:00 pm to work on your project.

Try this stitch: padded brick. It's fun to work with two different fibers: one for the horizontal, long stitch and one for the upright stitch. Experiment with different fibers to find what works best for your project! Padded brick is good for small, hard to compensate areas.



Our donations total
over \$3.3 million
to local
non-profits.

By shopping at Sign
of the Arrow, you
give to your
community because
we donate our
profits.

Thank you!

Fifty-Fifty Club

Did you know that Sign of the Arrow offers our frequent needlepoint buyers a way to save money? Get a punch for every \$50 spent on needlepoint. Then redeem your full card for \$50 toward needlepoint.

Excludes finishing,
custom orders and
special orders.

Volunteer Opportunities

We offer flexible ways for you to volunteer. Most of our volunteers work two 1/2 day shifts per month. Some of the great reasons to join our volunteer fun include:

- ☞ You help generate thousands of dollars donated by Sign of the Arrow to local charities.
- ☞ After only one year of service, you can submit an organization as a possible recipient of our proceeds.
- ☞ Coming into the shop means you see all the newest arrivals of our great merchandise first!
- ☞ 20% discount after just two shifts per month.



We are currently looking for Shop Sales Volunteers. We can never have too many smiling faces in our shop! This is a perfect opportunity for those who like to connect with people. Meet new friends while working with our fabulous gift and needlepoint items. We offer a regular training schedule.

Join our fun team! Call Ann Polster (314-965-1053) for more info.



Sign up for our email newsletter and valuable coupons at www.signofthearrow.com.

Our gift buyers have returned from market with many new items to share, but we are especially excited to present our new line of Julia Knight serveware!

From caviar to peanuts, everything looks fabulous in a Julia Knight bowl or on one of her serving trays. Her collections combine sand-cast aluminum with hand-painted pearlized enamel, some with hand-cut, hand-inlaid Mother of Pearl. The enamels are mixed with crushed Mother of Pearl giving each piece depth and beauty.



This one-of-a-kind lip moisturizer is a must have accessory. Clip it on handbags, backpacks and more to make a fashion statement. Twist & Pout delivers a crucial combination of oils, butters, and full spectrum UVA/UVB lip armor.

Pick a bouquet of Jean' Smith's beautiful floral designs to brighten your summer stitching.



The St. Louis Alumnae Panhellenic Association has designated an undergraduate scholarship in the name of Sign of the Arrow for all of our years of support to their scholarship fund. Thanks to you - our loyal customers - who are enabling us to help local charities - one stitch at a time!

Our Needlepoint Buyers are just back from market. Every Wednesday, new canvasses are displayed on the needlepoint table. Stop in to see all the new purchases.



Sign up for our email newsletter and valuable coupons at www.signofthearrow.com.

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St. Louis, MO 63124
1 mile east of Lindbergh Blvd.
www.signofthearrow.com

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Change Service Requested



20% Discount



We want to make sure your shopping \$\$\$ are going back into St. Louis charities, so we are cutting our printing and postage expenses by switching to email. Join now and get a coupon for 20% off of your next purchase*. We'll keep you informed of our sales, news and special events via email. Go to www.signofthearrow.com to register. Please enter your email address and hit "GO" to be taken to our subscription page. After submitting your information you will receive a welcome letter with your 20% off coupon.

*Discount not applicable on custom designs or finishing.

Your privacy is important to us. We will not share or sell your information.