



the knit with

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Visit us on the web: [www.theknitwith.com](http://www.theknitwith.com)

Delighting Knitters (and Crocheters, Too) Since 1970

Vol. 2, No. 1

Issued Four Times Yearly to Members of The Knit With's Family of Knitters

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Autumn, 2005

**What's New - What's Hot:**

### Color Dominates Fall's Focus

The big trends for Autumn and Winter fashion are three: color, Color, **COLOR!** Whether pastel, jewel, clear or bright, color dominates Fall 2005's palette – in a way unlike any time in the past decade or more. And not just any single color. Be it blue, green, brown, red, gold, orange ( the surprise shade for 2005 ) or purple or pink, color – in any hue and every shade, tone and degree – is front and center in Seventh Avenue's latest attempt to banish black as the whole of our wardrobes.

For handknitting, three other trends are worth noting: the emergence of mohair as *the* fibre of choice for Fall and Winter wear ( it is lighter to wear and warmer than wool and mohair shows color more intensely and clearly ); the emergence of simple, easily knit *garments* in addition to accessories and finally, a more demure, refined and accomplished look for handknitting – as hand-knitting regains, in a word, *sophistication*.

Scarves and ponchos remain must have accessories; happily, designers continue to tempt with fresh, creative interpretations of these popular accessories using simple techniques and shapes. Combining most of these trends is the **Frothy Scarf** from *iKnitiative*, worked in colorful, solid shades of delicate mohair ( try Kid-Seta, a luscious blend of silk and kid mohair ) – a perfect scarf for holiday, party and more formal office wear.



IMAGE COURTESY OF iKNITATIVE.



Among other new patterns are several designs for **knitted yarmulkas** – using straight needles as well as circulars; these designs were conceived and developed by Marge and are a preview of her book of yarmulkas; a series of specialty mittens: for those who love to row on the open water and for those openly in love without rows, for woodcutters, and thrummed mittens especially useful for those who feel Winter's bite; **Little Red Riding-**

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**Shop Talk:**

### Displayed Pricing Arrives at The Knit With

The Knit With has initiated displayed pricing: yarns in fixed displays throughout the store are now openly priced using a shelf label prominently showing the yarn and brand names and the regular, per ball retail price. This is the first change in the price display program in the shop's 35 year history.

Displayed pricing reflects the mood and style of today's knitters – accustomed to self-service shopping and self-reliant in both their knitting and yarn choices – allowing knitters to independently select their yarns.

The shop's former pricing program required immediate and attentive customer service and reflected customers' demands for its time. But, gone are the days when price was the least important consideration in yarn sel-

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### Autumn Classes Scheduled

The Autumn, 2005 series of classes and workshops, offered by The Knit With commences the week of September 18, 2005. A variety of classes and workshops are offered at just about every skill level.

A highlight of the Autumn series is the *Make & Take Workshop* for a **knitted yarmulka**. The cost of the yarmulka workshop includes tuition, the pattern and a pre-packaged quantity of yarn sufficient to make one yarmulka – the knitting of which is designed to be accomplished during the workshop session. Attendance at each yarmulka work-

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### Customer Appreciation Program Debuts

This season, the shop inaugurates a customer appreciation program, *Hanks 'n Thanks*®, – tangibly expressing The Knit With's appreciation of your continued patronage by rewarding knitters ( whether dyed-in-the-wool, space-dyed or otherwise ) with a \$ 25 gift.

Your *Hanks 'n Thanks*® gift is applied as a store credit to **any regular merchandise** purchase at the time of redemption. In the event that a gift balance remains, a store credit is issued for the balance of the rewards gift.

Every member of The Knit With's family of knitters may receive a *Hanks 'n Thanks*® card; cards are not transferrable and are redeemable only by the customer to whom issued. Multiple rewards cards are individually redeemable; completed reward cards must be surrendered

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**Needle Niche Notes:**

### Serendipity Art Needles Introduced

The latest development in knitting needles is the art needle: correctly gauged needles made as independent pieces of art. From spun glass to built ceramics and exotic hardwoods, art knitting needles provide knitters with aesthetic alternatives to simple functional tools.

Serendipity Designs' take on the art needle – needles hand made in Rhode Island in sizes 8 through 19 with white birch shafts in three lengths: 6, 10 and 14 inches – feature finials of built ceramic in wild or whimsical shapes and colors. The finial designs are as serendipitous as

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## Philadelphia INQUIRER Features Shop

The Sunday, August 21 edition of *The Philadelphia Inquirer* brought our mutual love of knitting to the attention of hundreds of thousands of knitters, and non-knitters too, in the form of a major, front page story in *The Inquirer's* [Image](#) section. The article was hooked on men who knit and included a highlighted by a photo of Marge's portrait "watch[ing] over" the comings and goings-on.

The articles – written by Tanya Barrientos of *The Inquirer* staff who headlined with an extensive profile of The Knit With concentrating on Marge's legacy beyond two of the men she taught to knit – were illustrated with photos of yarn in many of its delicious colors. A companion sidebar covered Philadelphia's newest shop, also run by a man.

*The Inquirer* described The Knit With as a fixture in the Philadelphia knitting world – a stash of more than 600 yarns in multiple, explorable nooks and crannies of an otherwise snug, small shop.

Two of the many customers interviewed were quoted in the article: **Alice Mc Bee** from Germantown and **Penny Levin** from Lafayette Hill.

Hundreds of shop followers have called, or e-mailed, to say how much they enjoyed the article.

You can access archived *Inquirer* articles on the internet at [www.philly.com](http://www.philly.com).

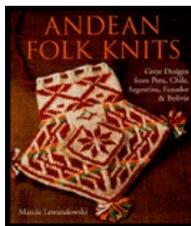
### From The Bookshelf®:

## Newly Released Tradebooks In - Stock

**Viva Poncho, Twenty Ponchos and Capelets to Knit** by Christina Stork and Leslie Barbazette, softbound at \$ 16. 95. The poncho continues to captivate knitters and here are a dozen fun, fresh designs for captivatingly unusual poncho shapes to fit every season, any dressing style and all knitting skills. In addition to warmth ponchos – including a hooded poncho – there are designs for accessory ponchos, worn for flair and color; "Greta", using short rows, and "Carson" with a wide butterfly collar, are perhaps the most intriguing. Most of the capelets are, disappointingly, easily dismissed diminutive ponchos.



**Andean Folk Knits, Great Designs from Peru, Chile, Argentina, Ecuador and Bolivia** by Marcia Lewandowski, hardbound with dustjacket at \$ 24. 95. Cultural knitting, the exploration of garment and knitting styles unique to a specific culture, has its latest expression here. Books of this genre concentrate on a specific knitting application – here, the traditional purses and bags of the Andes – typical of the culture and an exploration of the regional variations in that application. In addition to the patterns, there is a survey of the knitting lore and techniques unique to the Andean culture – gathered while the author was a Mennonite missionary in the Andean region more than a decade ago.



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## Displayed Pricing Arrives. From Page 1

ection to chauffeur-driven knitters – just as few shops today maintain their stock behind counters or in back rooms, a merchandising style Marge abhorred. Display pricing is more efficient, and also more aesthetically pleasing, than hand written unit pricing – allowing staff to devote time to customer service and assistance.

During the Summer, the data entry for display pricing was performed on the more than 500 stocked yarns stocked by The Knit With.

### Name the Newsletter:

## Cast Your Ballot to Name the Newsletter

### Balloting Rules

1. All ballots must be submitted in writing – either physically in the shop or electronically via e-mail; use the handy ballot form below.
2. All ballots must be completely and legibly filled out.
3. Only ballots submitted by knitters appearing on The Knit With's *current* customer list qualify as properly submitted ballots.
4. Only one ballot will be accepted from each person casting a ballot.
5. Ballots *must be received* by the close of business October 10.

To: The Knit With	Date:
Re: <b>Newsletter Ballot</b>	
<b>OFFICIAL BALLOT</b>	
1. Vote for one ( 1 ) name from list below:	
<input type="checkbox"/> <b>The Knit With Papers</b>	<input type="checkbox"/> <b>The Knit Wit</b>
<input type="checkbox"/> <b>The Tattler</b>	<input type="checkbox"/> <b>Yarn Tattler</b>
<input type="checkbox"/> <b>Yarns and Tales</b>	<input type="checkbox"/> <b>In the Loop</b>
<input type="checkbox"/> <b>In Stitches</b>	<input type="checkbox"/> <b>KnitWorthy News</b>
<input type="checkbox"/> <b>Needler's News</b>	<input type="checkbox"/> <b>Shop Talk</b>
2. Complete both fields below:	
Electors: _____	_____
( Please Print Name )	( Signature )
3. Submit by close of business October 10.	

## What's New - What's Hot for Fall. From Page 1

**hood's cape** ( sized 6 months through 6 years ) with interesting knitting techniques to enhance wearability and a pattern for a **crocheted shrugg**. The yarmulka designs comfortably accommodate the abilities of both intermediate and advanced knitters.

This season, shruggs and capes, shawls and vests, sweaters and coats are beginning to emerge from the deep shadows cast by the thin fashion scarf as newer knitters improve upon and expand their skills – in their metamorphosis to dyed-in-the-wool knitters. Some of these trends are also apparent in the designs included in *Pursenalities* ( reviewed in our Spring, 2005 newsletter ) where felting is employed for purposes other than the hip and market bags.

Other new designs include patterns from **Monkeysuits**, and **Just One More Row's** instructions for real sizes for real people – independent designers whose projects are suitable for a variety of garments and the full range of skill levels.

## Hanks 'n Thanks Debuts. From Page 1

at redemption and identity verification may be requested. The only record of rewards purchases is that appearing on the rewards card; lost cards can not be duplicated or replaced.

*Hanks 'n Thanks*® is an entirely discretionary marketing program and may be cancelled or altered at any time. Additional terms apply; see shop for details.

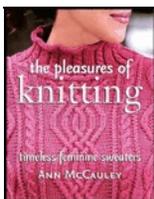
<p>the knit with</p> <p><b>Autumn Hours</b></p> <p>Tuesdays through Saturdays 10 AM to 6 PM, Wednesdays 'til 8 PM Sundays 11 AM to 5 PM</p> <p>visit us on the web 24 / 7: <a href="http://www.theknitwith.com">www.theknitwith.com</a></p>
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**SIZE AND FIT : GARMENTS FOR WOMEN**

<b>Size</b>	<b>Actual Measurements</b> <i>( in inches )</i>		<b>Finished Measurements</b> <i>( in inches )</i>				<b>Notes</b>
			Close Fit	Standard Fit	Loose Fit	Overize Fit	
<b>Petite</b>	Bust	<b>28.00</b>	28.00	30.00	32.00	34.00	
	Sleeve	<b>15.00</b>	15.00	15.00	15.50	16.00	
	Length	<b>15.00</b>	15.00	15.00	15.50	16.00	
<b>X-Small</b>	Bust	<b>30.00</b>	30.00	32.00	34.00	36.00	
	Sleeve	<b>15.00</b>	15.00	15.00	15.50	16.00	
	Length	<b>15.00</b>	15.00	15.00	15.50	16.00	
<b>Small</b>	Bust	<b>32.00</b>	32.00	34.00	36.00	38.00	
	Sleeve	<b>15.50</b>	15.50	15.50	16.00	16.50	
	Length	<b>15.50</b>	15.50	15.50	16.00	16.50	
<b>Medium</b>	Bust	<b>34.00</b>	34.00	36.00	38.00	40.00	
	Sleeve	<b>15.50</b>	15.50	15.50	16.00	17.00	
	Length	<b>15.50</b>	15.50	15.50	16.00	17.00	
<b>Large</b>	Bust	<b>36.00</b>	36.00	38.00	40.00	42.00	
	Sleeve	<b>15.50</b>	15.50	15.50	16.50	17.50	
	Length	<b>15.50</b>	15.50	15.50	16.50	17.50	
<b>XLarge</b>	Bust	<b>38.00</b>	38.00	40.00	42.00	44.00	
	Sleeve	<b>16.00</b>	16.00	16.00	17.00	18.00	
	Length	<b>16.00</b>	16.00	16.00	17.00	18.00	
<b>2XLarge</b>	Bust	<b>40.00</b>	40.00	42.00	44.00	46.00	
	Sleeve	<b>16.00</b>	16.00	16.00	17.50	18.50	
	Length	<b>16.00</b>	16.00	16.00	17.50	18.50	
<b>3XLarge</b>	Bust	<b>42.00</b>	42.00	44.00	46.00	48.00	
	Sleeve	<b>16.50</b>	16.50	16.50	17.50	18.50	
	Length	<b>16.50</b>	16.50	16.50	17.50	18.50	

## From The Bookshelf®. From Page 2

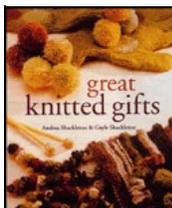
**The Pleasures of Knitting, Timeless Feminine Sweaters** by Ann McCauley, softbound at \$ 27. 95. A dancer, whose knitting became confirmed knitter after a European tour, Ann resurrects not just the feminine sweater but involved knitting. Thirteen designs are presented in a variety of sleeve and neckline styles – all showing stitchwork at its most glorious simple and more complex best ( do tarry over the Lily of the Valley cardigan ) – for smooth-finish, natural fibre yarns. Ann's Alphabet of Tips reflects her training in massage therapy but is light on knitting technique.



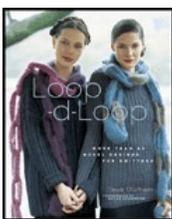
**Special Knits, 22 Gorgeous Handknits for Babies and Toddlers** by Debbie Bliss, hardbound at \$ 25. 00. Knitters never tire of Debbie's designs – and for good reason: she shrinks traditionally adult styled garments for infants and children, then writes simple instructions to make the garments oversized and she photographs the results being worn by the cutest charmers just being themselves. With the closing of her London stores, Debbie has put to good use her slightly more abundant time to produce an abundance of fresh designs for infants through toddler and appropriately titled Special Knits. Look for the kimono, kaftan and bolero – they are truly special!



**Great Knitted Gifts** by Andrea and Gayle Shackleton; hardbound at \$ 19. 95. Handknit gifts are as much treasures to receive as they are pleasures to make. Few gifts are more meaningful! The authors, sisters who have been designing and handknitting beautiful items for specialty retailers and galleries, share some of their popular multi-colored designs – and their design sense – for other knitters' gifting projects. Inside this remarkable collection of gifts to knit are handbags, multi-colored garments for adults, plus adorable doll clothes, hats, and sweaters for children. All patterns for this modern wearable art feature bold geometrics, stripes, or florals amply supported with full-color graphs for easy following.



**Loop-d-Loop, More Than 40 Novel Designs for Knitters** by Teva Durham, hardbound at \$ 29. 95. This first book by a former associate editor of *Vogue Knitting*, and whose previous designs have been included in such best sellers as *Scarf Style* and *Vogue's On the Go* series, shows Teva's uncommon versatility with both edgy and exquisite garments and accessories. Her corkscrew scarf is as enchanting as the chain-linked scarf is an endearing way to consume tid-bits of mohair; her cowl scarf is eternally fresh. These designs evoke – and celebrate – both tension and comfort in the use of non-traditional approaches to traditional garments. Teva is a designer whose abilities will resonate for years, if not decades, to come.



**From Knit to Crochet, How to Get the Look and Feel of Knitting With Crochet** by The Needlecraft Shop, hardbound at \$19. 95.

**Crochet, The Portable Crafter** by Carolyn Christmas, hardbound (without dustjacket) at \$ 12. 95.

**Hooked on Crochet** by Candi Jensen, softbound at \$ 18. 95.

**Knitting Languages: Knitting Terms Translated into English . . .** by Margaret Heathman, spiralbound at \$ 27. 95.

## Editors' Note:

### Knitting for Size and Fit

Master knitters, capable of producing garments which look and wear right, begin at the end: contemplating a garment's fit to determine the size ( and sometimes, the gauge ) to be knit. Master knitters understand the interplay between true size and correct fit by thinking through the amount and drape of fabric needed for the finished garment. Casual sweaters look casual because they are roomier ( a looser fit ) than dress sweaters. Generally, sweaters have looser fits than vests, and coats are looser yet.

Knitting to fit begins by deciding upon the fit of the finished garment and accurately measuring for that fit. No standard exists to determine fit – the amount of ease *in wear* to which a garment is to be made – however, virtually everybody can identify an ill-fitting garment when they wear one ( it just does not feel right ) or when an ill-fitting garment is worn by another ( it just does not look right ). Fuller fits provide more fabric for the dimensions important to fit: the width and length of body and length of sleeve. These measurements are greater in loose and oversize fits than standard fitting garments – reflected in the size and fit charts appearing on the **Knitting Notes** page.

To measure for fit, accurately measure the person to be fitted: measure the fullest part of the bust/chest, length from the base of the neck to where the garment is to fall ( waistline or hipline ), and the length of the arm from underarm to wrist. Other measurements may be needed: the waist; hipline; any intervening areas between the bottom and top of the garment; the circumference of the arm at the wrist, upper forearm and bicep; for men: the width of the back and the circumference of the neck. Raglans require additional measurements unique to that style.

When measuring, allow the tape to be honest. Don't let vanity alter the size of the dimension being measured – a sure start to an ill-fitting garment! Also, avoid confusing body measurements with labels about size. Everybody looks good in a garment true in size and correct in fit. When knitting, knit for the size and fit which really fits you.

Dawn, Bill and Jim

### Autumn Classes Scheduled. From Page 1

shop session is limited; advanced registration and knowledge of knitting equivalent to completion of the shop's Intermediate Knitting class is required.

The Autumn schedule is available on the *Knitter's Academy* page of the shop's web-site ( [www.theknitwith.com](http://www.theknitwith.com) ); check out the class or workshop which is right for you.

Attending classes is a fun way to meet other knitters while developing, improving and expanding your knitting skills. Learning knitting techniques and improving your understanding of the written and stitched language of knitting in a class makes the learning quicker, easier and more complete. Why not register with a friend or two!

### Serendipity Art Needles Introduced. From Page 1

the brand's name implies: while pairs are closely matched, the designs approach uniqueness and no two pairs exactly alike.

Domestically made, production of Serendipity needles is entirely a family affair with finials crafted by the mother-daughter team of Eunice, Claire and Sue.



Photo Courtesy of Serendipity Designs

Serendipity needles join the **Lakewood, Brittany, Timbergrain, Addi Turbo, Quicksilver and Takumi**

bamboo brands stocked at the shop in all sizes and multiple lengths.