

Introducing...

Civil War Chronicles

Fabric by Judie Rothermel

Quilt Design & Patterns by Homestead Hearth

January 2011 ~ December 2011

108" x 108"



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Civil War histories so often focus on the military commanders who led various battles. But, who were the women married to these leaders, and what sacrifices did they endure as their husbands went off to war?

The answer can be found in **Civil War Chronicles**, Marcus' latest Civil War commemorative quilt project. It combines a new Judie Rothermel fabric collection of the same name with a quilt design and patterns by Homestead Hearth. The quilt blocks tell the stories of twelve women who encountered their own struggles on the homefront while their husbands were away. Quilters will enjoy learning about these interesting women who shared in the struggle, representing both sides of it.

The collection features 43 prints in a varied color palette. The quilt is conveniently divided into 12 installments, so it's perfectly suited to a block-of-the-month format or other quilt club meetings. Each installment includes a pattern with technical instructions written by Vivian Ritter, as well as historical background and tips provided by Homestead Hearth. A biography about the generals' wives and important events during their war experiences will also be included.

The Civil War CHRONICLES program enhancements include:

- ◆ Clear, accurate instructions- written by Vivian Ritter, an experienced technical editor to assure successful results for retailers and quilters alike.
- ◆ Simplified patterns- Improved layouts and months coded by color for easy identification.
- ◆ All of the blocks have been tested by 2 quilt experts
- ◆ Quick piecing tricks
- ◆ Finished sizes of individual units allow quilters to utilize piecing products such as Thangles or Triangles on a Roll

Civil War CHRONICLES Collection Block of the Month Program



How the Program Works:

- The program runs from January 2011 through December 2011.
- There are a total of 12 different block designs, one design for each month.
- Completion of the quilt as shown requires the customer to make multiples of each block, except for the single center block.
- Retailers may opt for an auto-ship program of monthly pattern shipments, with a minimum order of 3 patterns per month, quarterly shipments of patterns or complete sets of all 12 patterns.
- Retailers can purchase a Shop Kit with complete information to run and merchandise the program. The shop kits will be shipped beginning September 15 to allow adequate time for construction of the shop sample. The shop kit contains: one complete set of 12 patterns; a SKU chart indicating the fabrics needed for each month; a cutting guide listing yardages to create kits in quantities of 10, 20, 50 or 100; a poster for in-store promotion; historical information on the twelve featured wives of prominent Civil War generals.
- OPTIONAL: A Fabric Shop Kit includes all of the above PLUS fabric yardage to construct the top, all packaged in a collector-quality canvas tote. Orders for shop kits are strictly limited to one per shop. Retailers interested in obtaining the Fabric Shop Kit are encouraged to order early to guarantee kit availability, as quantities are limited.
- The entire fabric collection will be available for shipment in early November, 2010. Retailers can choose to receive the entire collection at once or to divide fabric shipments into quarterly deliveries of approximately 12 SKUs each, with the first delivery in November (to include fabrics for January through March).
- In keeping with our standards for support of our retail partners, Marcus Fabrics will maintain the program fully with in-stock delivery.
- On-going promotion of the program will include magazine advertising, in-store posters, promotion on both Marcus Fabrics & Homestead Hearth websites as well as blogs, Facebook promotion and other media outlets.

Get Started Today!

To sign up for the program and to order patterns & Shop Kits, contact Homestead Hearth
Phone: 573-581-1966 / Email: info@homesteadhearth.com



To order fabrics & Fabric Shop Kits, contact your Marcus representative or Customer Service: Phone: 800-548-8295 / Fax: 888-280-7325 / Email: info@MarcusFabrics.com