



It's hard to believe it is already the middle of April. It seems like only last week it was New Year's. And yet, Spring is in the air; the sun is shining, the flowers are blooming, and once again the geese frolic in the prairie puddles. No wait... I must be dreaming. This is Alberta. The only thing in the air is a skiff of snow that's been hovering under the wintry gray clouds for the last two weeks. And while meteorologists remain in a constant state of confusion, the geese have adapted with all the pride of nature and can be found performing "Birds On Ice" on the prairie's frozen ponds. I must have fallen asleep at work again. You see, in the past I have spoken of Sandra's tendencies toward understatement. I was not aware at the time of Sandra's twisted enjoyment of outright lying. The late-winter-lull that Sandra assured us was coming, came... and went... in the course of a week or two. The 20 to 60 boxes per day Sandra promised us would stop rolling in, paused between Christmas and two weeks after her return from her first of two major buying shows mid January. However, I'm sure she was heartily sympathetic upon realizing the tremendous task of redesigning the whole store with entirely new merchandise, and was doubly pained to promptly leave for her vacation in Mexico (okay, maybe she helped a little before she left). So, even though you may not feel it where you are, Spring has exploded in The Crock.

And the name of our new design concept you might ask? "**New Stuff! New Stuff! New Stuff!**". We have amazing new **florals** that are being plucked up faster than we can grow them (pun), we have more **Birdhouses** than you have birds (GUARANTEED!), and **garden stakes** will be popping up before the thaw. Okay, cheesy jokes aside, lets just move on. Beautiful new **stitcheries**, enlivening new **linens**, exciting new **rugs** (indoor AND outdoor), and a new **Western Section** that's sure to put a skip in your giddy-up. We also have an amazing new line of **dishes** that will look great in EVERY kitchen. With a cream palate, the Word Expression dishes have different words or phrases on each piece. The collection includes a table setting, a large serving bowl, an oval platter, a square platter with star dip bowl, and a three piece canister set. Whether you buy one piece, or the entire collection, you will definitely have your guests talking.

And for another piece of gossip to sink your teeth into: we have a new store in the works. For all of you who have been waiting (or looking) for custom built furniture, your wait has gotten a lot shorter. We have finally broken Walter's spirit (Sandra's husband) and his will is at our command. We are also networking for upholstered furniture, but no promises just yet. And that's all I'll say for now. I'm mean, I know.

With Easter over and the kids finally coming down off that sugar high (and joyfully back in school), there is a ping of excitement as our minds peacefully look forward at “what's next?”. We all know the answer ladies: Mothers Day. The one day of the year where the world can finally revolve around the ones that make it all turn in the first place. And fret not for we have the solution to avoiding yet another purple eyesore that doesn't match your perfect country décor that's finally coming together. **Gift Certificates!** So for all you husbands, sons, and men out there that are reading this because it just happened to be left on the table at breakfast, remember: 1) Women LOVE to shop. 2) You probably have no idea what she wants, needs, or will match. 3) She will either exchange it, or smile sweetly for the effort and put it in the closet until she “finds a place for it”. So show her that you know her and get her something that she will brag about: the chance to spend money in her favorite store guilt free! I promise, it's not a cop-out, it's just as personal as picking something out yourself, and it will NOT end up in the closet.

Just a few words on our favorite word: **SALE**. Our Easter stuff will be 30% off for another week or so. Also, I have attached a picture of a Queen Bed Set that is 30% off. The set includes the queen size quilt, 2 euro shams, 2 cushions, and a bedskirt; regular price \$677, sale price 473.⁹⁰. And while supplies last, we will be giving away a free calendar with every purchase over \$100.

To end on a sweet note: With summer just around the corner, what better way to complicate our lives than to sell **ice cream**. We will be selling Foothills Ice Cream in an old-fashioned style ice cream parlor, just around the corner - the old “Pieces of the Past” building. Can't wait to see you all there (you'll be there, don't deny it).

-Sarah