

The Silver Cherry News

Christmas 1998

Newsletter of The Silver Cherry

Vol. 7: Issue 1

8th Annual Christmas Open House Weekend!

This Weekend
December 5th And 6th
10:00 AM - 6:00 PM
Both Saturday & Sunday

*Wicked Good Hor d'oeuvres &
Refreshments!*

*A Creative And Imaginative Sales Force
Of Experts Here To Cater To Your
Every Whim!*

*Discounts On Redway Furniture!
Jammed-Packed Full Of Creative
Holiday Gifts!*

The Silver Cherry is pleased, no I would say proud to invite you to our 8th Annual Christmas Open House Weekend. Wow, that's this weekend. Mark your calendars. Describing it is almost impossible without falling into using those cheap over-used descriptive phrases, made famous by local cable TV commercials and throwaway newspapers. But heck it's the holiday season, so lets use them anyhow. Here we go- Are you Ready? The Silver Cherry is a truly UNIQUE SHOPPING EXPERIENCE! We also carry a WIDE VARIETY of gifts! There I did it... But I am not proud of it. The truth is, well, it will be something to tell your grandchildren about.

Coupled that with our wicked good hor d'oeuvres (always a hard word to spell), and you have a heck of a combination. Come visit us in our little red barn, enjoy our food, and pick up a few really nice things at reasonable prices. We would love to see you.



The Silver Cherry Is Open
Everyday Until Christmas
Monday - Friday 11:00 AM - 5:00 PM
Weekends 10:00 AM - 5:00 PM

It is Tradition That Moves Us. And Yes Tradition, So It Will Move Us Once Again !

The Christmas Table is once again on sale. It has been strategically priced for this holiday season. Why do you say? ... Well we conducted numerous focus groups, and dozens of polls, and all our research came back to say... Yes, The Christmas Table may be a good table to put on sale during this Holiday season.

But our sale will not be limited to our Christmas Table ... No, all of our furniture will be on sale as well.

Of course every year we have a catch. Last year we made our customers sing - Jingle Bells, Table Sells, Take My Money Away - Fa La La La LaLa - La - La - La. Some said, that was too brutal, and after hearing some of the singing I could not agree with them more.

So this year, it's a lot easier. We just have a simple math problem for you to solve. Here it goes. If Uncle Bill blasts off in a space ship traveling at twice the speed of light, orbiting in the opposite direction of the earth's rotation, how many years will Uncle Bill travel back in time in the time it takes him to sing 5 bars of "I'll be home for Christmas?" No sweat, right?

Each table comes with a thirty day money back guarantee and a lifetime warranty on workmanship.

Now here comes the mass hysteria part where we try to make you feel the blood chilling panic of missing out on a great deal. This sale will run from as soon as you get your hands on this festive newsletter, until December 10th, 1998. It includes in store stock as well as orders. After December 7th, The Christmas Table will remain on sale until Aunt Eunice finishes her last chorus of the 12 days of Christmas, without screwing up one of the verses. That should be sometime next year, but for our purposes, I suppose we should draw the line around 3:00 PM on Christmas Eve, depending on how many egg noggs she puts away before then.



Bag Yourself A Great Salad With Our New Salad Sacs

Last spring, we made our biannual pilgrimage to the Boston Gift Show in search of unique products for The Silver Cherry, when we encountered the "Salad Sac Booth", that consisted of a giant white refrigerator, bowls of fresh salad, and stacks of cloth bags. The Salad Sac basically is a Terry Cloth bag. You wash your lettuce, and throw it into the bag. The bag dries the lettuce and also acts as a storage container, because you just throw the bag into your fridge.

The exhibitor enticed us into her booth with the promise we would taste the ultimate example of "Crisp Lettuce." Well, who could resist that? She brow beat us for 10 minutes until we were practically reduced to tears, ashamed that we ever dared to store our lettuce in our refrigerator in any other manner.

Well, we bought her pitch, remarking to her that we could always use the bags to polish the furniture if they did not sell... a point not taken very well.

Anyway this is what they told us to tell you in their product descriptions and selling features. "You will no longer have to waste paper towels. You will never have to do any messy spinning. This product will make dieting easy." This is the one I like. "Ready to eat salad without the bother of making it each time." I have to confess, we have sat there for hours and this bag has never made us one single salad. We have always had to make it ourselves. Heres another one, "Made of a special grade of highly absorbent untreated cotton." For heavens sakes, it's a towel sewn into the shape of a bag.

The truth is, you can't lose weight from using the salad sac, unless of course you bench press your lettuce heads 5000 times, We regret to report that we use just as many paper towels. We still make our own salads, but the truth is that this does make storing clean lettuce easy. I believe it does keep the lettuce fresher, and it does appear to last longer in your fridge. When the bag gets dirty, throw it into the wash. A clever holiday gift. **\$8.99**

**Cool New
Pottery Ornaments And A
Gift Box Too!**

I remember when I was a child, our Christmas Tree was filled with those beautiful old hand-blown glass ornaments. They were always treated with great care and many still hang on my parent's tree to this day. Beautiful ornaments are hard to come by these days, which is precisely why the Silver Cherry is constantly on the look out for new unusual ones to add to our collection.

This year we found Butterfield Handcrafted Ceramic Ornaments. They are made of pottery and therefore not as fragile as those hand-blown glass ones. Each is signed by the artist Davin S. Butterfield and like most good pottery (ie Ken Schlitter), they are uniquely different. They come in assorted colors such as Frog (green), Peacock, Blue Speck and White and Blue. And believe it or not they each have their own gift box... a rare specie at the Silver Cherry. We even include FREE Festively Colored Tissue Paper! A beautiful house warming gift this holiday season, or a special ornament to hang on your family's tree for years to come. **\$14.00 Each**



**THIS WEEKEND
KO KO KANA COOKIES**



Come in this weekend for a bag of our famous Ko Ko Kana Spicy Ginger and Molasses Cookies freshly baked for your enjoyment. A Silver Cherry Holiday Tradition. They're Ko Ko Kana good.

**Tasteless Titles
For Tasty Hot Sauces**

When the Silver Cherry first opened during the Winter of 1990, we sold one type of hot sauce call "Wicked Wild Hot Sauce." Outside of Tabasco sauce and Red Hot, there were not a lot on the market. This was long before the "Age Of Hot Sauce" erupted. We used to add Wicked Wild to our smoky barbecue rib sauces. In those days the goal was to make ribs so hot that your scalp would start to sweat and your nose would run. We always said that our dinner guests were not completely satisfied unless they had to excuse themselves from our table several times to go blow their noses. What finer praise for a chef?

Today the market is flooded with hundreds of different brands of hot sauces. The Silver Cherry set off in search of the best tasting Hot Sauces for basting, marinating, wing sauces, etc... There are literally an endless number of sauces out there. To name a few ...You can get Purple Haze Psychedelic Hot Sauce from Woodstock, NY. There is HO HO HOT Xmas Heat, Mad Dog Inferno, Scorn Woman, Hearts AFIRE, and the world's hottest, Pure Cap which is so hot you need to sign a waiver before the company will sell you the stuff. In selecting the best Hot Sauces for The Silver Cherry, we concentrated on flavor rather than level of hotness. We did not select the sauce based on whether or not you would leave half your lower lip on a chicken wing after taking a bite. Unfortunately, the best Hot Sauces did not necessarily have the best titles. So, ehem, we have to sort of censor some of the titles for this newsletter.

We have "Hot ____ At The Beach" - which is described as being one of the best selling hot sauces in the world. Great for grilling, basting, and table use. Created by the Starboard Restaurant in Dewey Delaware. As the label says, "Not for the weak or fainthearted."

Next we have "____ Kickin Original Hot Sauce," This sauce is great for jazzing up wings, pork, or beef.. We will be featuring this sauce along with our own wing sauce, "Fast Sauce" at our Christmas Open House.

The last hot sauce we now carry is something I can say in this newsletter. It's called "Georgia Peach & Vidalia Onion Hot Sauce." It's not really hot, but it has great flavor. A tasty sauce made from the ingredients of its title. This is one of our favorites. Comes in an attractive bottle, with the top covered with red velvet.

Woodenware

Shaker Peg Boards: Solid cherry Shaker peg boards are available in the following sizes:

16"	3 Pegs	\$15.00
22"	4 Pegs	\$20.00
28"	5 Pegs	\$25.00
34"	6 Pegs	\$30.00



Oven Sticks

Can't find a pot holder? Don't burn your hands baking those Christmas Cookies. Use our solid cherry oven push stick. Expertly designed, with "Space-Age" precision to pull out your oven rack every time. Need that rack pushed in a again? Not to worry our Oven Push Stick can do it. Guaranteed perfect cookies every time. **A Steal at \$9.50**

Sandwich Boards

Our sandwich boards are solid cherry oval boards. They can be used as a cutting board to create your sandwich and as a plate for serving it. Finished with a hand-rubbed Olive Oil finish. **\$7.50 Each.**

Butter Boards

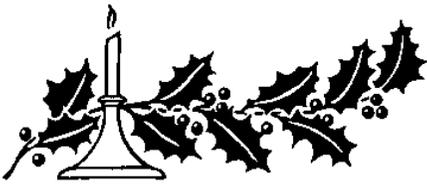
Our butter boards are made of solid cherry. They consist of a 2 1/2" x 7" board for serving cheese or a stick of butter and a hand-carved solid cherry spreader knife. The Butter boards come attractively wrapped together with a bright red ribbon. **\$10.00 each.**

Veggie Choppers

Veggie choppers are made of solid cherry (what a surprise) and are designed to easily and safely chop anything from onions to carrots. The rounded back fits comfortably against the palm of your hand, which allows you great control in your chopping endeavors. **\$6.50 each.**

Sauce Spoons

Sauce spoons are hand-carved cherry spoons designed for making sauces and soups. They have long sturdy handles and a broad spoon end, which is tapered to a point making it possible to chop through vegetables. **\$8.50 each**



Holiday Decorating Ideas

Aluminum Luminary Bags: Pierced aluminum luminary bags will brighten up your home. The pierced tin comes in a variety of festive designs, from Angels to Christmas Trees. Comes with built-in light. **\$19.95**

Luminary Tree Ornaments: Small luminary bag ornaments that you hang on your tree. There are holes in the back so you can insert those tiny white Christmas lights. Like the larger ones, the aluminum is pierced in a variety of Christmas designs. **\$6.50 Each**

Mary Anne Sabados Ornaments. Handmade Christmas ornaments for your tree in a variety of designs.

Stocking Hangers - Made to hold the most generous stockings. We have Reindeer, Christmas Trees, Santa, as well as others. Come in early for these. They usually go pretty fast. We can order them for you if we run out.

Small Convenience Lamps - A small tin candle stick mounted on a base that has a box of matches attached. A great item to have when the power goes out.

Fun Weather Vane Christmas Ornaments - by Katie McConnell. Crafted in New England, each weather vane is cut from copper, individually hand painted then "twist and turned" -- therefore no two pieces are identical. We have in stock a choice of the following styles: Whales, fish, moose, angels, dog, cat, lighthouse, horse, fisherman, deer, train, skier, ship, and golfer. These make a great holiday gift. **\$15.00 Each packed in their own clear plastic box.**



Teach Your Children To Spell The Silver Cherry Does Software

Anyone who has ever been to our shop outside the Holiday season, will attest that there is never a huge crowd at the Silver Cherry. We don't have lines waiting outside when we open our doors each day, and we don't have to blink the lights each night and announce over a PA system that we will be closing soon. Okay, we have blinked the lights a few times, just to see what it would be like. On the weekends, if no one is in the shop, instead of standing around trying to look intelligent, or doting over a few stuff bunnies, I write software. We call our company Knightlite Software.

To make this quick, we write study software for Firefighters, EMTs, and Paramedics. We also write general purpose multiple choice testing software. Exciting isn't it? Our software is used by fire departments and ambulance services all over the world, as well as in the various military branches. Two of our programs were awarded FIVE STAR rating awards by ZDNet, the publishers of PC magazine. That site is:

<http://www.knightlite.com>.

But that is not what I wanted to talk about here. We just wrote a brand new cool spelling program for kids, call Ahsha Spells. Ahsha Spells is an animated interactive software program where, Ahsha, an animated character teaches your child to spell. You can choose Ahsha's appearance from any of the 4 characters included. Ahsha speaks, and calls your child by name. You can create an unlimited number of word libraries, or use the pre-loaded ones. Ahsha praises you when you correctly spell a word, and encourages you when you get it wrong. He keeps track of all incorrectly spelled words. Ahsha Spells is a snap to use and your kids will have a blast with it. I wrote this program because my own children were coming home with 50's and 60's on their spelling tests. They now get 100's. Absolutely amazing.

Come to our Open House and see Ahsha in action, or visit us on the web and download a FREE Internet version of the software. Ahsha spells sells for only \$19.95, and we can ship it anywhere for an additional \$3.50 just in time for Christmas.

<http://knightlite.simplenet.com/spell>

Other Holiday Gifts

Ken Schlitter Pottery — Classic Stoneware pottery by Woodbury's Ken Schlitter always makes a great gift. We have in stock a variety of mugs, bowls, vases, pitchers, berry bowls, utensil holders, toothbrush holders, lamps and other creative items.

Portable Camp Fires - Here is a great little item to take along on a skating party this winter. It is our portable camp fire. Just light it and it will burn up to two full hours. You don't have to add any other wood - it just goes by itself. Created by Mole Hollow Candle Company.

Secret Boxes - Want to hide something small? - Do we have just the thing...Secret Boxes by Mike Fisher. Secret Boxes are small, solid hardwood boxes, whose lids slide open to reveal the great little hiding place. They are handmade out of a variety of hardwoods including Cherry (of course), Black Walnut, Teak, and Paduak.

New England Baskets By Skip Hobson - Most people think that baskets are something you buy to stick fruit or flowers in and display it on a table for decoration. In reality baskets were intended to be used, not just sit there collecting dust. Skip Hobson's baskets are not only elegant but tough enough to stand up to some pretty heavy use. I have seen Skip carry a whole workshop of tools around in his baskets. Right now he has a new line of tough smaller baskets ranging from mail baskets to candle baskets.

Nantucket Lights - Scallop shells, when wrapped around those little white Christmas Lights make a beautiful ornament. The result is a beautiful string of lights that can not only be used on your Christmas tree but in your home all year long. **The Nantucket Lights sell for \$20.00 for a string of 35 lights.**



Ahsha Checking Out His Wand

New
Addictive Praline Pecans
From Mingo River

They say the best way to sell food items, is to provide samples of the product for the customers to try. Normally at our Open House's we do precisely that. But, heck after we tasted our new Mingo River Praline Pecans, we started to get second thoughts about this whole sample thing. I mean these suckers are really good. We do not picture any situation that a potential customer will have merely one of these tasty treats. Then we pulled the ol' calculator out a did some figuring, and found we may not have any pralines left to sell if we kept the sample bowl up.

So the rule is, that if you come to The Silver Cherry Open House this weekend, you get one praline...period! To make sure that rule stands we have taken some precautions. We have installed a closed circuit video camera which will be focused at all times on the sample bowl. The camera is hooked up to a monitor in the back room where Bubba sits. Now Bubba is Uncle Bill's half brother. He has never been quite right ever since he accidentally got his head caught in a trash compactor when he was ten years old. But Bubba is dedicated. Now if Bubba sees you taking more than one praline, than he just might have a few words with you.

Anyway, We now carry Mingo River Praline Pecans. These are absolutely delicious and incredibly addictive (remember Bubba). Mingo River's Praline Pecans special praline recipe is made up of pure, creamy butter, brown sugar, and thick syrup. They will make an excellent gift this Christmas as long as you only take one sample.

Our Yearly Reminder
About Our Web Site

Not too many years back, if one was to say they were advertising on the Internet, it was akin to basically saying, "I am going to advertise Tea Cozies in Hot Rod Magazine." It didn't make a lot of sense. The audience back then consisted of military personnel, Computer Weenies, colleges and universities. In fact, when we started our site in 1995 it was as we have stated before, like selling hot dogs on the beach in January. We were all set up for shop and no one cared. Today, it seems you don't see any advertisement anywhere that does not have www appearing somewhere in the text. The Internet has become one of the best ways to advertise almost anything, including Tea Cozies.

The Silver Cherry and James Redway Furniture, does most business on the web these days. It is now July and the Hot Dogs are sizzling. This is our yearly reminder that our web site exists. We are in the process of reorganizing it, and expanding it. You are invited to stop by when you are surfing the Net.

<http://www.redway.com>

Cut Your Own Soap

Just like cutting cheese. Come to the Silver Cherry and cut your own bar of soap off one of our giant slabs. We have the following flavors: Bayberry, Beautiful Blue Lilac, Lemon Verbena, Rosemary Morning, and Sweetgrass. If you are too shy of our pastry cutter, we have experts standing by to assist you.

On Sale At The Open House
Sleigh Bells By
Royden Leather

Royden Leather has always been famous for their distinctive leather products, which are featured in catalogs such as Orvis. This year the Silver Cherry has a brand new supply of leather. We are talking sleigh bells, and they are all on sale at this year's Christmas Open House. Here's what we've got.

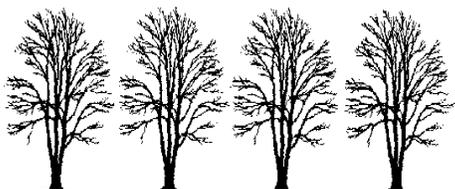
Doorknob Bells - A unique (I hate that word) cut pattern of leather designed to hang from a doorknob, 2 solid brass bells, hand tied, with your choice of a festive polished brass motif. **Sale \$16.00** Reg. Price \$18.00.

Bell Pulls - An eleven inch leather strap with three solid brass bells, and hand tied, decorated with a festive polished brass motif. **Sale \$16.00** Reg. Price \$18.00.

Jingle Bells - A whopping twenty two inch long and 2 inch wide strap, with 5 solid brass bells, a hand tied, festive, polished brass motif. **Sale \$24.00** Reg. Price \$26.00

The Silver Cherry And James Redway Furniture Makers Would Like To Thank Our Customers For Supporting Us During The Past Year. We Would Also Like To Wish You A Merry, Merry, Merry Christmas, And A Happy New Year.

Sincerely,
Us



The Silver Cherry

QUALITY AMERICAN HANDCRAFTS

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**Merry
Christmas**



Postmaster: Please Deliver To
Addressee Or Current Resident

OPEN HOUSE THIS WEEKEND!