

Exciting news!

We are launching a new web page! This is a soft launch.

<https://sites.google.com/view/aroundtheblockquiltshop/home>



March 21, 2025



I think moms were smarter back when I was growing up. Either that or cleaning has gotten harder.

I watched an ad the other day with this clueless individual who said she uses that Mr. Clean sponge to clean everything because it is too hard to figure out what she's supposed to use. So the Mr. Clean sponge does it all and eliminates the need for intelligent cleaning.

Or at least that was my take away from that commercial. I'm betting Mr. Clean was counting on people just wanting one solution to clean the tub, the counters, the walls, the floors, the pots and pans....I'm making some of that up. I use the sponge to clean irons. What do I know.

The approach, though, that Mr. Clean was using was probably the psychology of Availability Bias. Haven't heard of that one? Neither did I until I started looking up

basic info on the psychology of ads. The underlying theme to availability bias is that you use real-life context and comparisons to make your point. One approach is to simplify a task: like cleaning. Everyone has to do it, no one really likes doing it, so the faster the better. Meaning faster, not necessarily better. Not necessarily cheaper.

The implication in the Mr. Clean ad is that you'll be wasting time and money buying all sorts of cleaning products, when all you need is something simple that works on everything. You see a happy face of a young person, whose mom or dad clearly did not teach them how to clean.

And I can relate to that. My mom did all the cleaning. Mainly because I balked at helping. She wound up doing everything because it was easier than trying to force me. When she was growing up, she would have learned cleaning secrets from her mom and I'm betting she didn't defy her parents when they told her to clean her room.

I think I am part of the first generation that defied parents. Parents were never defied before my generation.

Okay, you can stop laughing now.

"Get on with it," Becca said, walking into the middle of this story. "Do you have a point here, or are you just going to talk about the psychology of advertising, which is boring in the extreme." Becca, for those of you new to my post, is a very opinionated, and not hesitant to prove it, red mini Australian shepherd. She lives at my house. My house. Not hers. She does have a dog house, several actually, outside that she doesn't use. One even has a flag pole complete with a flag that says "QUEEN" that she hoists when the wind isn't blowing. Okay, everybody in Wyoming quit laughing.

"You're right," I said. "I always am," she replied. I ignored her.

“Talking about the fact that red and yellow are colors used to stimulate us into action, like pressing a button, or ads that draw emotion and connection from us to boost sales, or ads that make us feel like we will belong if we’d only buy this product can be a snooze fest. I also think that as we age, we’ve seen it all, like ads that tell us the product is selling off the shelf so we have to buy now, and we see that same ad multiple times every day, every week and every month. Call now before it’s too late! Millions are dying, reach out now.”

“Gross,” said Becca.

“Well, that’s the gist sometimes. If you don’t act immediately, there will be dire consequences. The ad pulls on your conscience and makes you want to act.”

“Without thinking things through,” she added. “By the way, I don’t think you do have a conscience.”

“What are you talking about?”

“In the drive through for McDonalds, which uses red and yellow for advertising, there was a car in front of us that had a small dog leaning out of the driver’s side window. You wanted to whistle to tempt the dog to jump out just so you could drive over it.”

“Becca! That’s not true. I would never....drive over....a small dogeven if it was red.” Becca growled.

“Although, I admit to tempting the little thing out of the car in hopes that the driver might learn how dangerous it can be, even in a drive through, to let a little dog hang out of the window.”

“I bet you step on shoe laces that aren’t tied, too,” she said. I growled at her.

“Let’s just get on with the commercials,” I told her. “We generally know what works, until it doesn’t. For example, Frito Lays came out with a lip balm that tasted like the cheese in their Cheetos snacks. The company was banking on being able to extend their brand in new ways.”

“Nothing like wanting to lick your lips all day, chaffing them more,” Becca said.

“You’d think the ad exs were smart enough to figure that out, but apparently not.”

“They probably thought they would just sell more lip balm,” Becca said. I nodded in agreement.

“Coors tried a similar thing with marketing water, called Coors Rocky Mountain Spring Water.”

“Consumers just wanted beer,” Becca said.

“Yup. In 2020—and you’d think that advertisers would be smarter these days—Burger King advertised a Moldy Whopper, trying to emphasize that their product had eliminated all artificial preservatives. They showed a series of pics of decaying moldy burgers to prove their point. Consumers were grossed out and just confused.”

“They thought the moldy burger was the newest product on the menu?” Becca asked. “Gross. And during lockdown, too.”

“Yup. Reebok did a Cheat on Your Girlfriend not on Your Workout ad in 2012. It flopped. Hyundai released an ad promoting the fact that its cars did not emit lethal emissions by showing a failed suicide attempt by a guy, still forlornly alive, sitting in the driver seat.”

“And nobody thought that was in bad taste before it was launched?” Becca asked. “Humans are remarkably dense,” she said sagely.

“Tell me about it,” I grumbled. “Or Ford showing how spacious its hatchback trunk area was by showing 3 scantily clad women tied up in distress with a guy in the front seat grinning from ear to ear. Ford had to issue an apology on that one.”

“So why are we talking about this?” Becca asked. “Do you have some kind of point?”

“No. Does there always have to be one?”

“Well, you generally tie things up with a nice ribbon at the end. All extraneous points coming together, moms, ads, cleaning.”

“I just didn’t like the Mr. Clean ad, that’s all. And it reminded me that I didn’t learn how to clean when I was young, and that I could fall for that commercial, and that I once mixed bleach and ammonia together to get rid of the cat pee odor in the carpet, and...”

“Enough,” said Becca. “You just proved my point that humans are dense and that puts the bow on the ribbon of this story.”

And she's right, as always, even if her wordage is a bit strange.

BINGO!

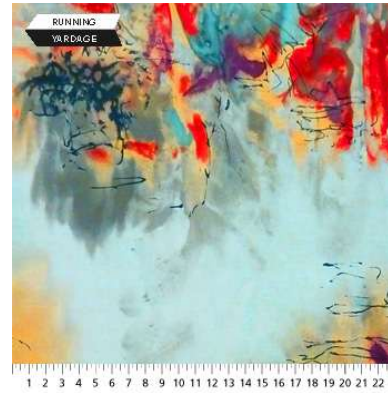
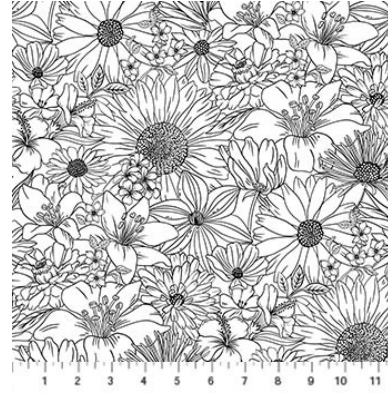
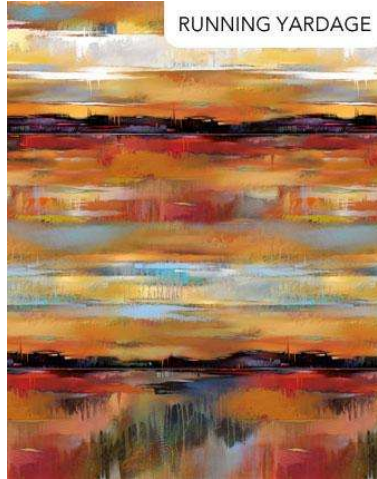
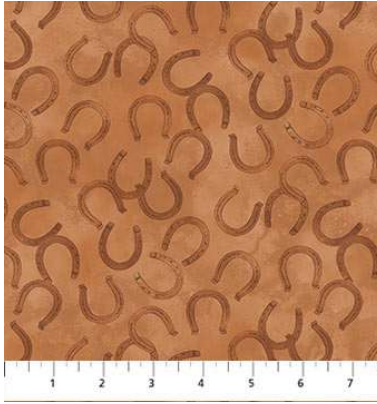
We're starting another game. The bingo challenge is to encourage you to finish projects, learn new things, take classes and buy a little product from ATB.

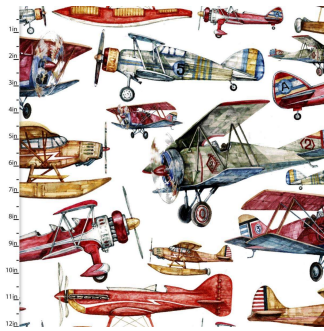
I have also provided a link to the information. [Bingo Game](#)

New Fabric



From Northcott



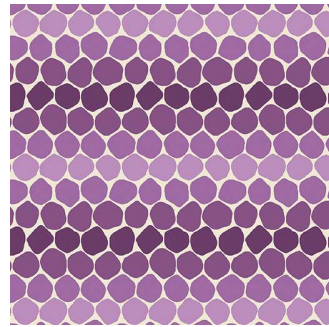


From 3 Wishes

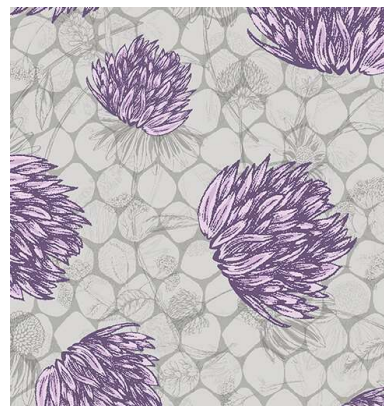




PANEL MEASURES APPROX. 24" X 44"



From Benartex





From 3 Wishes



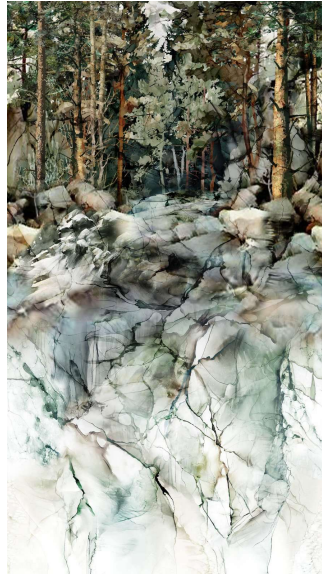
From Michael Miller





From Clothworks





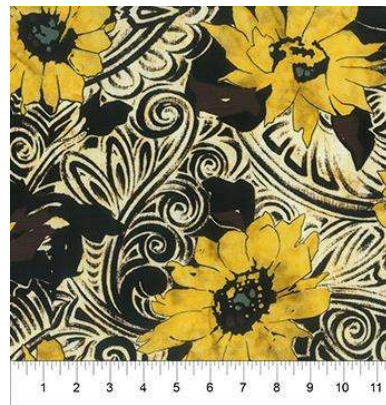
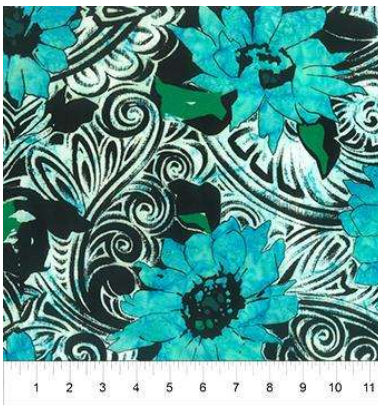
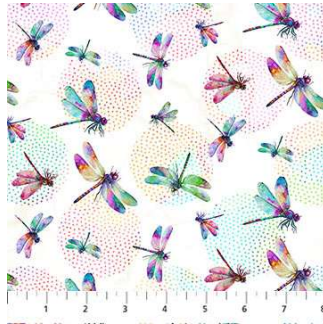
From Northcott (second image is also in wideback)



From Michael Miller



From Northcott





Full Moon Days: January 13 (Monday), February 12 (Tuesday), March 15 (Saturday
NOTE: observed), April 12 (Saturday), May 12 (Monday) NOTE: These did not get onto
the calendar

March 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 10:30 BOM Tennessee Waltz Part 1 1-5
2 Beginning Quilting 1-4	3	4 Hand Sewing club 2-5	5	6	7	8 Free Embroider Club 10-noon Merry Snowmen 1-4
9 Beginning Quilting 1-4	10	11 Hand Sewing club 2-5	12 Knit Pickers 2-5	13	14	15 NATIONAL QUILT DAY
16 Beginning Quilting 1-4	17	18 Hand Sewing club 2-5	19	20	21	22 Counterpoint Part 2 10:30-4
23 Beginning Quilting 1-4	24	25 Hand Sewing club 2-5	26 Knit Pickers 2-5	27	28	29 Cats in PJs 10:30-4
30 Beginning Quilting 1-4	31					

Ongoing Classes & Clubs

Block of the Month First Sat of month 10:30-11:15 FREE Barb Boyer

Join at any time. You get a free fat quarter if you come to class with the previous month's completed block. This year the challenge will be ... come in January and find out!

Hand Embroidery Club 2nd Sat. of the month, 10-noon FREE Kathy Sconce

If you want to learn to hand embroider or just brush up your technique, join us on the second Saturday of the month from 10 to noon. You can work on your own projects or

you can join the project we are doing, which is Modern Herbal Block of the Month by Sewn Wyoming.

Knit Pickers' Club 2nd and 4th Wed of each month, 2-5 Carol Moler

Come join our Knit Pickers= Club. We knit 2 days a month every second and fourth Wednesday, from 2-5. The Club is open to all skill levels and, despite the name, includes crocheters as well. We want to share what we've learned, find new patterns, and simply just sit and knit. We may work on some felting projects, fingerless mittens, mittens, and socks. We can even help you get started—teach you the basics.

Hand Sewing Club every Tuesday afternoon 2-5

This club is open to everyone. Bring your hand sewing (embroidery, binding, knitting, crochet, etc) and sit & stitch.

Toad Toters Club

On full moon days (as noted in the calendar) you will get 20% off all purchases (not otherwise discounted) that you can fit in your bag. You must bring your bag to participate.

Full Moon Days: January 13 (Monday), February 12 (Tuesday), March 15 (Saturday NOTE: observed), April 12 (Saturday), May 12 (Monday)

We will honor only one discount -- whichever is largest. You can't combine a 10% with a 25% discount to get a 35% discount. On this we can't be bribed.

Color of the Month and Book of the Month

January dogs and cats; February red; March green; April blue; May flowers

March Classes

Beginning Quilting 8 weeks \$65 Barb Boyer Starting Sun Mar 2

This comprehensive 8-week course will introduce to you almost everything you need to know about piecing a quilt top. Along the way you will learn about color, batting, thread, machines and various techniques to give you the skills to make almost any quilt.

Counterpoint Sat Feb 15, 10:30-4 AND Sat March 22 10:30-4 \$45 Jean Korber ongoing

Cats in PJs Sat March 29 10:30-4 \$40 Barb Boyer

This is an Elizabeth Hartman Cats in Pajamas pattern. Follow pattern instructions for fabric amounts. And think creatively about fabrics for the cats and for the PJs. Footballs, stripes, dogs, plaids, ballerinas—anything you can think of for cute PJ fabrics. And the cats can be all different colors, and some may have different tail and ear colors, as well.

April Classes

Tennessee Waltz Sat Mar 1 and Sat April 5, 1-4 \$45 Barb Boyer ongoing

Merry Snowman Sat Mar 8, April 12, May 10 1:00-4 Cindy Hamann \$45 ongoing

Fanfare Sat April 19, 10:30-4 \$45 Jean Korber

Fanfare pattern by Krista Moser required. Follow pattern instructions for fabric requirements. You will also need the Creative Grid 60 degree triangle ruler, 8 1/2" size. Skill level: Intermediate

6 Quilts, One Book Sat Feb 22, April 26, June 28, Aug 30, Oct 25, Nov 22 10:30-4 \$140 for all six classes or \$35 per class. Jean Korber & Barb Boyer will team teach the class.

The second quilt we will teach is Coming Together.

May Classes

T-Shirt Quilt Sat May 3 & 24 1-4 \$45 Barb Boyer

So you've got all these t-shirts and want to turn them into a quilt? It's easy, but you need the right tools. The class is taught in 2 parts: First, preparing your t-shirts, and second, designing your top—which is where I come in, because I can help with all of the math that might be involved.

Merry Snowman Sat Mar 8, April 12, May 10 1:00-4 Cindy Hamann \$45 ongoing

Drip Drop Sat May 17 10:30-4 Barb Boyer \$45

The quilt is in Graphic Quilts book by That Patchwork Place. We have copies. Templates will be provided for the curved pieces. Follow fabric requirements in the book. Skill level: Intermediate



Normal Shop Hours:

Monday-Saturday 10-5:30

Sunday 1-5

Closed first Sunday of month (and some holidays)

New Hours for Winter Time (starting Nov 5-May 22)

Monday-Saturday 10-5, closed Sundays unless a class is scheduled. Then we're open 1-5. Check the schedule.

Join the fun and come feel the difference of quality fabrics.

Happy quilting!

Sincerely, Barbara Boyer

Around the Block

307-433-9555

www.aroundtheblockquilts.com

