



Sew Abbey News

September is National Sewing Month!



The Love of a Lifetime!

Introducing the *Designer Ruby Royale*™



Introducing our new heir to the throne - the DESIGNER RUBY Royale™. A sewing embroidery machine that makes it easy and rewarding to create anything your heart desires for the most important people and events in your life.

With a Large full -color -Interactive touch Screen that is easy to navigate through various screens for sewing, editing and embroidery. You can view your embroideries in full color!

The DESIGNER RUBY Royale™ now includes Dimensional Stitches, a patented technique that creates appliqué stitches, in the sewing mode, for a unique dimensional decorative effect. There are a variety built-in shapes to create applique embroidery designs with the Basic Design Applique feature!

If sewing faster is for you, the DESIGNER RUBY Royale™ is 20% faster than before. It has the largest embroidery area in its class!

Like the DESIGNER DIAMOND Royale™, the DESIGNER RUBY Royale™ connects directly to the computer, or you can use a USB stick to transfer your designs.

The new DESIGNER TOPAZ™ 40 now has a larger color touch screen that allows you to navigate through the various screens for embroidery, editing and sewing. With Basic Design Positioning, you can join large embroideries with perfect placement every time. Internet updates ensure that your DESIGNER TOPAZ™ 40 sewing and embroidery machine is up-to-date all of the time!



Both machines are equipped with Exclusive Sensor System™ Technology that automatically and continuously adjusts to any fabric thickness for perfect even feeding! The Exclusive Sewing Advisor® allows you to set your fabric and sewing technique, selecting the perfect stitch, thread tension and sewing speed.

Come in for a demonstration today!

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Special points of Interest:

- **We do repairs on all brands of sewing machines. Our repairman picks up the machines from each store on certain days. Check with your store for pickup days and the price of the cleaning and service.**

You are cordially invited to attend the
 First Annual
 Adorable Ideas Embroidery Party

By John Deer

Saturday, October 11 and Sunday, October 12

From 9:30 am to 5:00 pm

At Holiday Inn

313 Salem Pl.

Fairview Heights, IL 62208

Cost \$59.95

After Sept. 30 - \$120.95

To RSVP -

Ballwin - 636-527-3388

Edwardsville - 618-655-0433

South County - 314-892-8780

St. Peters - 636-397-0976

Springfield - 217-726-5441

Needling Around with Abbey

Too often when a sewer has an issue while sewing and does not change the needle and rethread, the sewing machine is blamed. Every technique stitches at its best with a new, correct size and type of needle, correct bobbin, accessory foot and quality thread.

When asked what can make the biggest difference in your sewing I believe the answer is the sewing machine needle your choose. When sewers experience a "glitch" or issue

while sewing or quilting my suggestion is to brush out the bobbin area, put in a new needle, change the bobbin and rethread the top. When removing a needle and replacing it with a larger size needle, be sure to loosen the needle screw slightly more so the needle can be pushed firmly all the way up!

When in doubt, change your needle and do not save old needles! Throw them away. Please be careful when throwing away needles! One suggestion is to put old needles in an old pill bottle and throw them away at one time!. It's easier on the environment!



Upcoming Events

September

September is National Sewing Month!

The new machines are introduced the third week of September!

We should have them in the stores shortly after.

Anita Gooddesign Party

Ballwin - September 25, 6 - 8 pm

Cost of the kit is \$15

Please RSVP - space and kits are limited!

South County - September 23, 1-3pm

Cost of the kit is \$15

Please RSVP - space and kits are limited!

Edwardsville, St. Peters and Springfield - TBA

October

October 11 & 12 - Fairview Heights - two day event

\$59.95 for early birds

After September 21 - \$120.98

October 11 & 12 - Loose Threads Quilt Show

St. Charles Community College - Cottleville, Mo.

Would you like to work a few hours a week for Abbey and earn "Abbey Bucks"?

We are looking for a few select people to work at Abbey's! We are needing demos and "Make-It-and-Take-It" projects done in the store. We would need a maximum of 4 hours weekly to start. This could be a Saturday morning or a week day evening. For all the details call the sewing department inside JoAnn's.

South County—314-892-8780

Ballwin—636-527-3388

St. Peters—636-397-0976

Abbey Sewing Centers

**Where customers are treated
like old friends."**

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Abbey Sewing Centers
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Did you know?

- Mark your calendars for October 10 & 11. It's our First Annual John Deer Event! Join us at the Holiday Inn in Fairview Heights.
- Did you know that you can post pictures of you finished products on the *Husqvarna/Viking* web page? South County customer, Patti Zavorka has posted a number of her wonderful projects! Great job, Patti!
- When you buy a machine or software from Abbey Sewing Centers, you are buying from a local, small business. Help support your neighbors!
- Christmas is coming on December 25! Do you want us to tell your husband that you need a sewing/embroidery machine for Christmas?

September is National Ovarian Cancer Awareness Month!



Happy Halloween!

Abbey Sewing Centers now
has a dot.com!

You can reach our site by typ-
ing:

Abbey Sewing Centers.com or
by e mail at:

Abbey1sew@sbcglobal.net

