

# SEW WHAT'S NEW

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**SALES · CLASSES · FABRIC  
SERVICE · REPAIRS**

***"THE Fun Place to SEWcialize!"***

915-760-5300  
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El Paso, TX 79912



# COMMUNITY *threads*

Volume 15, Issue 5  
May 2011

## EASY CLASSES:

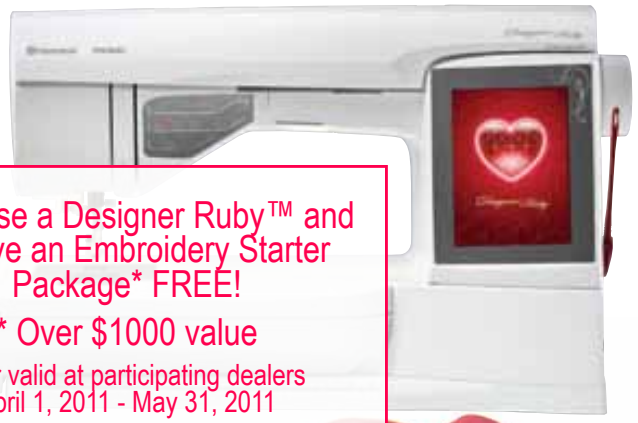
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## RUBY SPECIAL

Purchase a Designer Ruby™ and  
receive an Embroidery Starter  
Package\* FREE!

\* Over \$1000 value

Offer valid at participating dealers  
April 1, 2011 - May 31, 2011



## SERGER SALE EVENT May 4-7

Test drive our floor models as you create a  
project to take home.



## May 28 Red, White, & Blue Sale

ambition 1.0

ambition 1.5



## NEW PFAFF SEWING MACHINES

***Gift Certificates are always available***



In May there is Mother's Day, Memorial Day, plus the "season" starts for graduations, bridal showers, and weddings. It is great incentive to sew wall hangings, quilts, tablerunners, placemats, or new clothes. Add a touch of embroidery, if you can. Sewing products are gifts of both time and talent, precious indeed. Husqvarna Viking convention is also

in May this year. Roni and I will be in Reno to see the latest and have planned times to share the news with you.

The week before convention is the Sew What's New Serger Sale Event, Wednesday, May 4 through Saturday, May 7. It will be a perfect time to sew on a serger as you create a project. It will be a try-before-you-buy experience! Sergers are great sewing tools. Once you have one you will wonder why you waited so long!

Remember, each Monday morning an e-mail is sent. If you are not getting the e-mail and would like to, it is because

we do not have your correct address on file. Send an e-mail to [sew@lascruces.com](mailto:sew@lascruces.com) to be put on the e-mail list. It is our way of keeping in touch weekly with class reminders and news of the latest books, tools, and fabrics that have arrived.

Keep Positive! Keep Sewing!



#### OWNERS' LESSONS

##### Sewing Machine or Serger

Mornings are usually a great time to schedule an owner's lesson. Private lessons available for a \$25/hour fee if you did not purchase your machine from SWN. No fee for lesson if purchased machine from SWN

#### EMBROIDERY SOFTWARE

##### 5D Software Basics Owners' Lesson (Deanna & Roni)

Free to those who purchased from SWN, \$35 fee for others. May: 5D Embroidery Extra.

LC Mon 5/2 2:00 – 4:00

EP Mon 5/23 10:00 – 12:00

##### 5D Software Club (Deanna & Roni)

Learn how to create an In-the-Hoop Luggage Tag. Requires 5D Design Creator. \$20 fee.

LC Mon 5/16 2:00 – 4:00

EP Sat 5/14 10:30 – 12:30



**WE DO OUR PART FOR OUR COMMUNITIES—Come "SEWcialize" at these other local events:**

**Las Cruces Chapter of American Sewing Guild:** 2<sup>nd</sup> Tuesday 10:00 – 12:00 at Sew What's New.

**Las Colcheras Quilt Guild:** 7 PM, 2<sup>nd</sup> Monday at Trinity Lutheran Church, next to the Elks Club on Elks Road, Las Cruces.

#### QUILTING

##### Goose Tracks Quilt, Part 3 of 4 (Connie, Roni, Sally)

Sew a beautiful wall hanging or quilt, all in the embroidery unit of your sewing machine. You can be a beginning quilter or embroiderer and be very successful. Fee depends on choice of size – with or without borders and includes all designs. Fee may be paid in monthly installments. Yes, there is still time to get going on this fun project. We will help you make up the sessions.

LC Wed 5/11 1:30 – 4:30

Tue 5/24 5:00 – 8:00

Thur 5/26 1:00 – 4:00

EP Thur 5/5 1:00 – 4:00

##### Intermediate Quilting: Center Medallion (Jane)

This is the circular center for the quilt. You may take this two-part class as a separate wall hanging, if you have not sewn the blocks. \$10 fee/class, pattern included

EP Fri 5/20 1:00 – 4:00 Center Medallion, Part 1

##### "Six Halves Make a Whole" Quilt (Jane)

During this series of monthly evening classes, use the new house-shaped ruler to create a 12-block sampler quilt. Book and ruler required. \$60 for 6-part series or \$15 per class.

EP Tue 5/10 5:00 – 8:00

**El Paso Northeast Quilters Guild:** 2<sup>nd</sup> Thursday, 7-9 PM, Trinity Presbyterian, 8001 Magnetic, El Paso.

**El Paso Quilt Association:** 3<sup>rd</sup> Thursday, 7 PM, St. Andrew Presbyterian Church, 2160 Wedgewood, El Paso.

**Paso del Norte Quilt Guild:** 2<sup>nd</sup> Saturday, 9:30 AM, University Presbyterian Church, Resler Drive, El Paso.

##### Beginning Quilting Series (Jane)

A popular class series to learn many quilting techniques. Topics: 1) Rotary Cutting & Piecing; 2) Sizing, Triangles, Triangle Paper; 3) Appliqué 4) Templates; 5) Curved Piecing; 6) Putting It Together. \$15 each; \$60 series.

EP Mon 5/2, 5/9, 5/16, 5/23, 6/6, 6/13 1:00 – 4:00

##### Dynamic Duo (Roni)

Last month you learned free motion quilting. This month learn finishing techniques: quilt as you go and bindings. Bring your free motion samples; optional kit available. Yes, take this class even if you missed the free motion class which will be repeated. \$20 fee.

LC Sat 5/7 1:00 – 4:30

EP Sat 5/14 1:00 – 4:30

##### Applique Wreath (Connie)

If you missed Carmen's class, come and learn the great appliqué technique. If you took Carmen's class, come and practice your new skills in this 2-part class. New patterns available. \$25 fee for series. Special "tool" kit available.

EP Wed 5/11 & 5/18 1:00 – 4:00

##### Stained Glass Applique #2 (Connie)

Yes, stained glass effect with fabric! Come try it out as you sew a wall hanging or quilt. \$15 fee, book required

EP Wed 5/4 1:00 – 4:00



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
	LC 5D Basics EP Beg Quilt #1	LC & EP Sit & Sew for Others--Comfort Caps	LC Floral Rings Quilt, Pt 3 EP Stained Glass #2	LC Sunbonnet Sue EP PatternMaster EP Goose Tracks #3		LC Dynamic Duo EP Towel with Ruffle
<b>— Serger Sale Event —</b>						
8	9	10	11	12	13	14
	EP Beg Quilt #2	LC American Quilt Guild LC & EP Sit & Sew EP 6 Halves Quilt #4 PM CLASS	LC PatternMaster LC Goose Tracks #3 EP Appliqué Wreath #1	LC Serger 101	EP Serger 101	LC Sewing 101: Dec Pillow EP 5D Software Club EP Dynamic Duo
15	16	17	18	19	20	21
	LC 5D Software Club EP Beg Quilt #3	LC & EP Sit & Sew	LC Tote in Style EP Appliqué Wreath #2		LC Christmas POM: Chile Apron EP Interm Quilt Center Medallion #1 EP SCISSORS MAN	EP Christmas POM: Chile Apron LC SCISSORS MAN
22	23	24	25	26	27	28
	LC Everyday Tote EP 5D Basics EP Beg Quilt #4	LC & EP Sit & Sew LC Goose Tracks #3 PM CLASS	LC Serger Project: Last Tango Skirt EP Floral Fiesta	LC Convention Report LC Goose Tracks #3	EP Convention Report EP Serger Project: Top	LC & EP Gallery  <b>RED, WHITE &amp; BLUE SALE</b>
29	30	31	<b>MAY 2011</b>			
	<b>BOTH STORES CLOSED - MEMORIAL DAY</b>	LC & EP Sit & Sew				

Join us for  
Sit & Sew  
Every Tuesday,  
both stores,  
1:00 – 4:00

## THE Fun Place to SEWcialize!!

### “Floral Rings” Quilt, Pt 3 (Paula)

Embroider the Floral Rings design to create a beautiful quilt or wall hanging. Embroidery design required \$10 fee.  
**LC Wed 5/4 1:00 – 4:00**

### Sunbonnet Sue (Paula)

Yes, you can sew Sue all in the embroidery hoop of your machine! \$10 fee, embroidery design required.  
**LC Thur 5/5 1:00 - 4:00**

### Floral Fiesta (Rose)

Sew a fun, colorful placemat using piecing, applique, and prairie points. \$15 fee, pattern required.  
**EP Wed 5/25 1:00 – 4:00**

### Towel With Ruffle (Connie)

Learn to do a rolled hem on your sewing machine as you make this guest towel. \$10 fee, book recommended.  
**EP Sat 5/7 1:00 – 3:00**

### Serger 101 (Sally)

Whether your serger is new or you have had it for some time, learn the basics to help you get started using it. All brands welcome. \$20 fee includes notebook and fabrics. Free to those who purchased serger from SWN.  
**LC Thur 5/12 1:00 – 4:00**  
**EP Fri 5/13 1:00 – 4:00**

### Tote In Style (Patricia)

Sew a special tote for coming to class, with quick and easy piping. \$15 fee includes instructions.  
**LC Wed 5/18 1:00 – 4:00**

### Christmas POM: Chile Apron (Patricia & Connie)

Use the chile panel to sew a great gift for him or her. \$20 fee includes fabric kit and instructions.  
**LC Fri 5/20 1:00 – 4:00**  
**EP Sat 5/21 1:00 – 4:00**

### Serger Project: Skirt and Top (Sally)

Use the Last Tango skirt pattern to serge a top one month and a skirt another month. \$15 fee each class or \$25 for both, pattern required.  
**LC Wed 5/25 1:00 – 4:00 Skirt**  
**EP Fri 5/27 1:00 – 4:00 Top**

### Everyday Tote (Stephanie)

This roomy tote bag is the perfect size for daily errands. You will learn to put in zippered pockets. \$20 fee, book (with many great projects) required.  
**LC Mon 5/23 12:30 – 4:30**

### Sewing 101: Decorator Pillow (Patricia)

Learn to sew a pillow with a concealed zipper and box corners, then make a changeable wrap. \$15 fee, directions included  
**LC Sat 5/14 1:00 – 4:00**

### Gallery Showing of Projects

See the samples for the June classes, enjoy fellowship and customer Show & Tell. NO FEE Come join this growing, fun time.  
**LC Sat 5/28 10:30 – 11:30**  
**EP Sat 5/28 10:30 – 11:30**

### Report from Husqvarna Viking Convention (Roni & Sally)

**LC Thur 5/26 10:30 – 11:30**  
**EP Fri 5/27 10:30 – 11:30**

**SERGER, HOME DEC, EMBROIDERY,  
GARMENTS**

### Pattern Master Boutique 5 (Roni)

After the sloper; exploring designs; OR getting started! No fee for those who purchased program from SWN.  
**LC Wed 5/11 10:30 – 12:30**  
**EP Thur 5/5 10:00 – 12:00**





Both Sew What's New stores  
are drop-off places for  
Linus Quilts.

Report of the Husqvarna Viking  
Convention: Roni & Sally  
LC Thur 5/26 10:30 – 11:30  
EP Fri 5/27 10:30 – 11:30

Red, WHITE, &  
**BLUE** Sale  
Saturday, May 28

## Christmas POM

(PROJECT OF THE MONTH)

Enroll in our POM class each  
month, designed so next  
December you will not feel so  
pressured to create. We will  
be making gifts or decorations  
each month all year!

First Tuesday  
Sit & Sew  
Sewing for Others: Comfort Caps

Serger Sale Event  
Try before you buy! See how  
much fun a serger can be.  
May 4 – 7

American Sewing Guild  
Meeting

LC Tuesday 5/10  
10:00 – 12:00 Bring your  
lunch and stay over for Sit & Sew!



Jack the Scissors Man  
EP Fri, 5/20 10:30 – 4:30  
LC Sat, 5/21 10:30 – 4:30

## NEW! Demo Station

Come check out our new demo station  
at either store. We'll be demonstrating  
different tools which can make your  
sewing projects easier, faster, and/or  
better. We'll start with the Bias Tape  
Maker, the Rotary Cutting Machine,  
and ???. Have ideas you would like us  
to demo, please let us know. We'll try  
to put it on the schedule.

Clear any bolt of fabric, any day, and  
receive **15% off**

**LAS CRUCES • 575-524-1739 • EL PASO • 915-760-5300**

STORE HOURS: Las Cruces and El Paso Monday through Saturday 10:00 – 5:00, Except Tuesday 12:00 – 5:00

Check out the new demo  
area in each store.

Red, WHITE, &  
**BLUE** Sale  
Saturday, May 28

Serger Sale Event  
May 4-7

SALES • CLASSES • FABRIC • SERVICE • REPAIR

**SEW** WHAT'S NEW  
3961 East Lohman Suite 9  
Las Cruces, NM 88011

Dated Material:  
Requested delivery by  
April 30, 2011

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