

Sewing Machines Express  
3560 S Campbell  
Springfield, Missouri  
417-886-1230

[lhern11615@aol.com](mailto:lhern11615@aol.com)

Hours: M-F 9:00-5:00, Sat. 9:00- 4:00  
Full service, Repair all brands on site.

Wide variety of classes

FABRICS-MACHINES

Serving sewing enthusiast since 1993.

Locally owned – In Kickapoo Corners

[www.sewmachinesexpress.com](http://www.sewmachinesexpress.com)

### **Hello Everyone**

This has been a busy but fun-filled year at SME. We now have over 4600 sq feet. We have a great fall schedule of classes, seminars, special events. Check out our website for all the complete details. I would like to thank all of our faithful customers, for your business, referrals and your support. Keep a watch on our website

[www.sewmachinesexpress.com](http://www.sewmachinesexpress.com)

For new classes, new products, and just a lot of fun stuff to do. We can get you ready for Christmas with all the great things we will be doing in classes.

Ginny and Kathy have been to 2 great conventions in the past month so they are filled with ideas and inspiration to share with you.

Linda

### **CHRISTMAS OPEN HOUSE**

Join in all the excitement of this fantastic Christmas shopping frenzy.

Refreshments, Make- It -Take and

Free Gift Wrapping

Saturday December 4<sup>th</sup>.

9:00AM – 4:00.

ROUND BOBBIN WILL BE BACK IN APRIL NEXT YEAR, AND THIS TIME IT WILL BE HELD AT THE OZARK EMPIRE FAIRGROUNDS



### **WHY BUY AT SEWING MACHINES EXPRESS!**

We are locally owned. I have been selling machines in Springfield for almost 18 years, which is longer than anyone else in town!

1. FREE unlimited hands on lessons with the purchase of a sewing machine.
2. In-store service and repair.
3. FREE phone support.
4. Trained and Certified staff!
5. Quality atmosphere!
6. Free Gift Wrapping.
7. Great selection of machines notions and fabric.

### **UPCOMING EVENTS:**

Doris Trout (Licensed Martha Pullen Instructor) Wed. **Sept 29.** 10:00 – 12:00 Heirloom Techniques \$15.00 Fabric Kit Included. 1:00 – 3:00 Heirloom Serger Caddy \$15.00 Fabric Kit Included.

Coming **October 25.** Brother will be demo and lecturing the Quattro 6000D. Watch the website for more info.

**November 11-13.** Janie Lantz – Viking Sewing Ambassador- Software, Embroidery and Sewing Costs: Thursday. \$65.00- Includes kit. Friday Morning \$45.00 Afternoon \$45.00 or \$85.00 for both Saturday. \$85.00

**September 16-18** See you at the Quilt Show.

## **HUSQVARNA VIKING- NEW PRODUCTS AND SEWING MACHINES :**

### **RUBY Sewing Machine:**

- **Super Sized Embroider Area!** Royal Hoop 360x200, Splendid Square Hoop120x120 are included and all your other hoops that came with your Husqvarna Viking® Designer™ SE or that you purchased as optional accessories (except Mega which is not needed) will fit your new Husqvarna Viking® Designer Ruby™!
- **Design Positioning – Match your embroideries perfectly every time!** Never again worry if your fabric comes un-hooped, or you have multiple hoopings to match up!
- **More designs!** 147 built-in designs, plus 175 designs from the Classic Collections CD (includes all the designs that came with your Husqvarna Viking® Designer™ SE!)
- **Update via your USB Embroidery Stick!** Just download the newest updates from the internet, and save to your USB Embroidery Stick. No need to go through Smart Update!
- **Tapering in sewing and embroidery mode!** Lots of fun possibilities for creating new designs, quilt labels and more!
- **Touch & Hold for easy handling of designs, files and more...**
- **Embroidery Time Countdown by Color!** Know how much time you have before you need to change colors!
- **My Hoops –** Select the hoops you own!
- **Stitch Positioning!** Move the stitch side to side to get the perfect placement for appliqué, binding and more!
- **Light indicates needle stop up/down!** Never have to guess!
- **Built-in Stylus holder** for your new Ruby Red Stylus!
- **Extended Dual Stitch Plate –** Guidelines up to 40mm on both sides of the needle!
- **Go to the exact embroidery stitch number.** Speedy!!!
- **Two more programmable fonts included**

## **5D Software Common Features**

The HUSQVARNA VIKING® 5D™ EMBROIDERY SYSTEM is a technically advanced, yet highly user-friendly range of software. It has extraordinary possibilities to help you create personal embroidery designs.

- Create, edit and display all designs in true three-dimensional reality with zoom ability. Make your choice of background color and select from eight different fabric textures.
- Design with your choice of over 15,000 threads, even specialty threads, from 30 manufacturers or design multiple personal MyThreads palettes.
- Adjust color tone to choose new threads automatically.
- Save your designs in your embroidery machine brand format and select from your own hoops and machine connection settings.
- Develop large designs or projects, up to 2m width and height. Move around the design using the integrated overview window. The Zoom bar makes it easy to magnify or shrink the embroidery view.
- Start all HUSQVARNA VIKING® software modules from the integrated QuickLink toolbar.
- Unlimited Undo and Redo in most modules.
- Send To options make it quick and easy to send designs to your machine.
- Help is always at hand thanks to intelligent tool tips and cursors that change according to which function is selected. Also use a printed User's Guide, Internet FAQs and On-line Learning Center with interactive tutorials.
- Store information about your designs in the Notes. Automatically record the Settings used when creating lettering, selecting frames and so on!
- Smart Update always gives you the latest updates.



### Embroidery Cutwork

#### Needle Kit

Create beautiful cutwork and reverse appliqué designs quickly and easily, without any tedious trimming! When prompted by your embroidery machine, just insert the color-coded Inspira Cutwork Needles and the cutting will be done automatically. The kit contains 4 individual color-coded needles, as well as a multi-purpose tool for inserting the needles into your embroidery machine. Printed instructions plus a CD with an instructional video are also included, along with five free cutwork designs to get you started

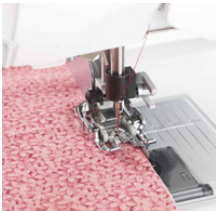
Embroidery Cutwork Needle Kit  
920268-096

#### 200x200 Quilter's Hoop



The 200mm x 200mm Quilter's Hoop provides a large square area, perfect for stitching embroidery designs within quilt blocks. A template is included, marked with both inches and centimeters for ease in placing your designs. The template's center, horizontal and vertical markings, plus the grid, ensure perfect results. Included with the hoop is a CD with 3 free designs, as well as instructions for sewing projects using the designs. An additional design can be downloaded from [myembroideries.com](http://myembroideries.com) at a special price.

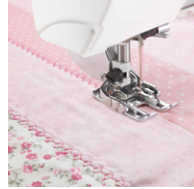
200x200 Quilter's Hoop  
920264-096



#### Changeable 1/4" Guide Foot

The Interchangeable Dual Feed with Changeable Presser Feet is designed to feed layers of fabric and/or batting evenly. It is perfect for quilting, sewing velvet, some stretch fabrics, imitation leathers and fabrics which need accurate pattern matching.

Use the Changeable 1/4" Guide Foot for straight stitch and hand look quilt stitch. The guide will help you keep 1/4" (6mm) distance.



#### Changeable Open Toe Foot

The Interchangeable Dual Feed with Changeable Presser Feet is designed to feed layers of fabric and/or batting evenly. It is perfect for quilting, sewing velvet, some stretch fabrics, imitation leathers and fabrics which need accurate pattern matching.

Use the Changeable Open Toe Foot when sewing Satin stitch applique, Taper stitches and Decorative stitches. The tunnel on the underside of the foot feeds smoothly and the open front gives greater visibility and a great overview of the stitches



#### Three Hole Yarn Foot

Decorate your project with different types of decorative cords or yarn using beautiful wide HUSQVARNA VIKING® stitches and the Three Hole Yarn Foot. This foot will easily guide the yarn through the openings in the front of the foot back through the groove under the presser foot. The decorative yarn will be stitched over creating a beautiful braid embellishment.

## JANOME NEWS



THE NEW **HORIZON** IS WONDERFUL. THE TABLES DESIGNED SPECIFICALLY FOR THE HORIZON IS NOW AVAILABLE.

JUST IN TIME FOR CHRISTMAS. PURCHASE THE HORIZON AND RECEIVE A ROLLER CASE AND QUILTING THREAD FOR FREE.

ALREADY PURCHASED THE HORIZON? GREAT SAVINGS ON THE ROLLER LUGGAGE,

SAVINGS ON SPECIALTY FEET FOR THE MEMORY CRAFT 11000 AND 6600.

25%OFF IN STOCK ONLY

## NEW FROM JANOME



**FREE MOTION QUILTING FOOT,** BOBBIN HOLDER CASE FOR FREE MOTION QUILTING AND HAND LOOK QUILT STITCH, RUFFLER, ACCUFEED DITCH QUILTING FOOT.

## NEW FROM JANOME



**BUTTONHOLE STABILIZER PLATE:** SUPPORTS AND HOLDS FABRIC FOR EXTRA STABILITY WHILE SEWING BUTTONHOLES ON UNEVEN THICKNESS OR HARD TO FEED FABRICS SUCH AS WOOL OR KNITS. (FOR USE WITH BUTTONHOLE FOOT R).



**QUILT BINDER SET:** THIS IS A UNIQUE LARGE BINDER SUITABLE FOR FINISHING QUILTS WITH AN APPROX. 1/2" (15mm) WIDE (finished size) BINDING. WORKS WITH MEMORY CRAFT 11000, 6500p, 6600p, HORIZON 7700

## NEW FROM BROTHER

### **PE-DESIGN® NEXT Software**

- User-friendly graphical interface
- Customize favorite operations on the quick access toolbar
- 100 built in fonts—60 more than the previous version of PE-DESIGN®
- Enhanced lettering functions – connection point setting, outline sewing, convert text to block
- More stitch and pattern variations – stem and candlewicking stitch, create floral patterns
- SYOB Features – Name Drop function, 200 lettering and design templates and Machine Linking functionality
- Split large designs into sections – for projects that don't fit in large hoops

### **Quattro™ 6000D Software Upgrade**

- New Scan Capturing Feature in InnovEye® Technology – scans what is hooped and displays it on the LCD
- Enhanced on-screen auto resizing from 60% to 200% of original design
- Included bobbin case for Bobbin Work to create beautiful reverse Bobbin Work using specialty threads and ribbon
- 14 unique and elegant Bobbin Work embroidery patterns
- Enhanced InnovEye® Technology features: Centering function; Grid display; 200% magnification of needle position and more
- Creative features: A cursive embroidery font, 1.5x larger thumbnail viewing, continuous scrolling of design pages, improved combination preview and realistic preview

NEW **PROJECT RUNWAY 2/3/4** DIFFERENTIAL FEED **SERGER** WITH LARGE EXTENSION TABLE, LED LIGHTING, NEEDLE THREADER.



AND THE LOVELY NEW LAURA ASHLEY NX2000 SEWING MACHINE, WITH A FREE ROLLER BAG. BROTHER IS NOW AN OFFICIAL LICENSEE OF LAURA ASHLEY. INCLUDED IS THE CIRCULAR ATTACHMENT BUNDLE, NEW BOBBIN CASE FOR BOBBIN WORK. A TOUCH OF ENGLISH IN EVERY STITCH.

EXPERIENCE THE NEXT DIMENSION IN EMBROIDERY!



AND THE PERFECT 10! 10-NEEDLE HOME EMBROIDERY MACHINE. PERFECT FOR EMBROIDERY ENTHUSIASTS, HOBBISTS, AND CRAFTERS. PERFECT FOR HOME-BASED ENTREPRENEURS. AND SIMPLY PERFECT FOR ANYONE LOOKING TO STEP UP THEIR PRODUCTIVITY AND CREATIVITY.

**THE MOST EXCITING FEATURES**  
10 NEEDLES  
10 THREAD EYELET THREADING SYSTEM  
10 NEEDLE AUTO THREADING  
10 THREAD COLORS  
10 LED LIGHTS IN THE INNOVACHROME THREAD COLOR SYSTEM  
AND SO MUCH MORE.

**AND TO TOP ALL THAT 48 MONTHS FREE FINANCING THROUGH OCTOBER 15<sup>TH</sup>, 2010**

**Staff at Sewing Machines Express:**

Linda Herndon

Ginny Wasson

Joyce Wilson

Kathy Brown

Jill Bright

Mary Skinner

**Quilt Instructor:**

Susan Gouge

**Technicians:**

Jim Powell

John Forrer

Greg Huff

