

LITTLE HOUSE ON THE PRAIRIE FABRIC JUST ARRIVED!



November 6, 2015

It's all about marketing these days.

For example, can you spot the difference? In the past week or so, McDonald's announced it would serve breakfast 24/7 & Burger King announced it would sell beer with its burgers. Side note: Actually, BK has been selling beer with burgers for several years in key "bistros" in big cities-the news is that BK will try this in the UK. That actually has a nice poetic ring to it.

I suspect that's a trend that will not hit Cheyenne any time soon. We'll be lucky to get beer in supermarkets, which I would actually like. I grew up with beer in grocery stores, so to me it's not a big thing. In fact it is helpful to tourists-it's easier to spot grocery stores than beer stores. The grocery stores are bigger. I know this because I once hunted for beer in Phoenix with my dad and my brother-I had lost the bet and had to buy the beer and we needed to stock up because we were going to the other brother's house and Let's just say that climbing out of the car with open beer cans and an 18 pack under my arm sent my niece into fits of laughter. Give me a break, it was Coors Light, I wasn't driving and we only had to drive a couple of blocks anyway.

But back to BK & beer. First, I don't think I've ever considered a fast food joint a bistro. It just doesn't have the atmosphere, you know what I mean? And while Wyoming liquor stores have drive through windows, I'm betting BK will never be allowed to sell an adult beverage at the drive up, even if they seal it up in plastic like they do the slushy concoctions at Vinos (vodka root beer float flavor is a favorite). And that's because it's not too hard to stick that straw through the plastic seal and start sipping on the drive home. Not that I'd ever do that. Ever.

I also can't imagine sitting at a booth/table at BK, eating a fast food burger, sipping a beer, while the bus load of the high school track team descends, wanting food for the long drive home from the state track meet.

What I find interesting though is the different ideas these two companies - we're back to McDonalds and BK, in case you're wondering - have for new marketing strategies.

Breakfast vs beer. McD's has used national media for its new program and I only found out about BK in an msn.com headline, & then had to google it to make sure it wasn't a joke. That's when I learned they had been selling beer in the states since 2010. That marketing strategy worked.

In other marketing news, today is Love Your Lawyer Day. No kidding. The lawyers made it up, of course. I wasn't a part of this campaign. The American Bar Association, of which I am not a member, passed a resolution regarding lawyer bashing, from jokes to Shakespeare. The resolution urges lawyers to "celebrate 'Love Your Lawyer Day' to help promote a positive and more respected image of lawyers and their contributions to society." Now, before you start making jokes about that, I just want to point out that the resolution isn't asking the public to celebrate this day, it's just asking lawyers to do it. One judge in Florida took this to heart and tweeted, "It's a day of pampering.... MYSELF!"

Somehow, I don't think this is exactly what the promotional campaign intended.... Although cards, candy & flowers would be nice. Just kidding.

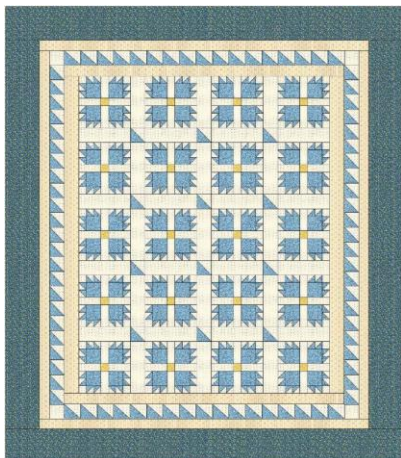
FABRIC IS HERE! LITTLE HOUSE ON THE PRAIRIE QUILTS!



We will be highlighting 5 quilts (see 4 of them below) to go with the Little House collection. In the store, you will see a Log Cabin quilt (sample is done with on of the first Thimbleberries collection); a Bear's Paw quilt (done with Smithsonian fabrics); a Flying Geese quilt (done with Downton Abbey fabrics) and a Churn Dash--in Little House fabrics, and a 9-patch done in Little House fabrics.

Fabric will be \$11.80 per yard. Fat quarter bundles of the Flowers: \$69. Walnut Grove: \$54. Icons: \$36. Bundle of all fats: \$159.

If you are interested in getting any of the fabrics, we will take pre paid orders. Fat quarter bundles will do at least two quilts. Additional fabrics will needed for borders and backgrounds.



Log Cabin Quilt 90" X 90":

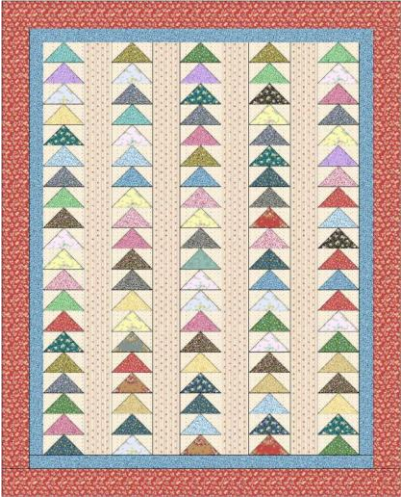
Bear's Paw 81" X 93"



Churn Dash 77" x 77":



Flying Geese 58" X 72":



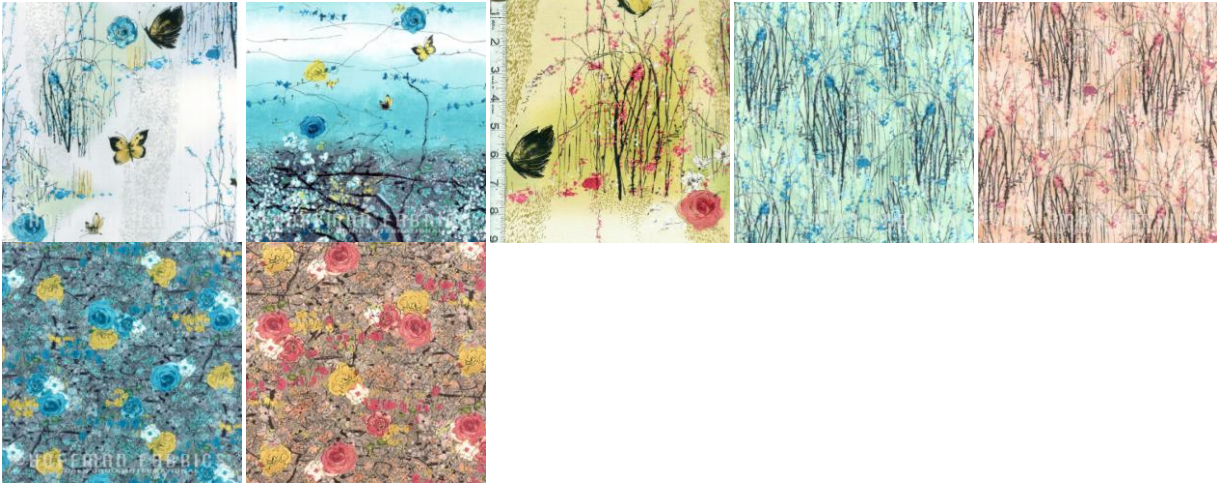
WHAT'S NEW!!

From Hoffman:



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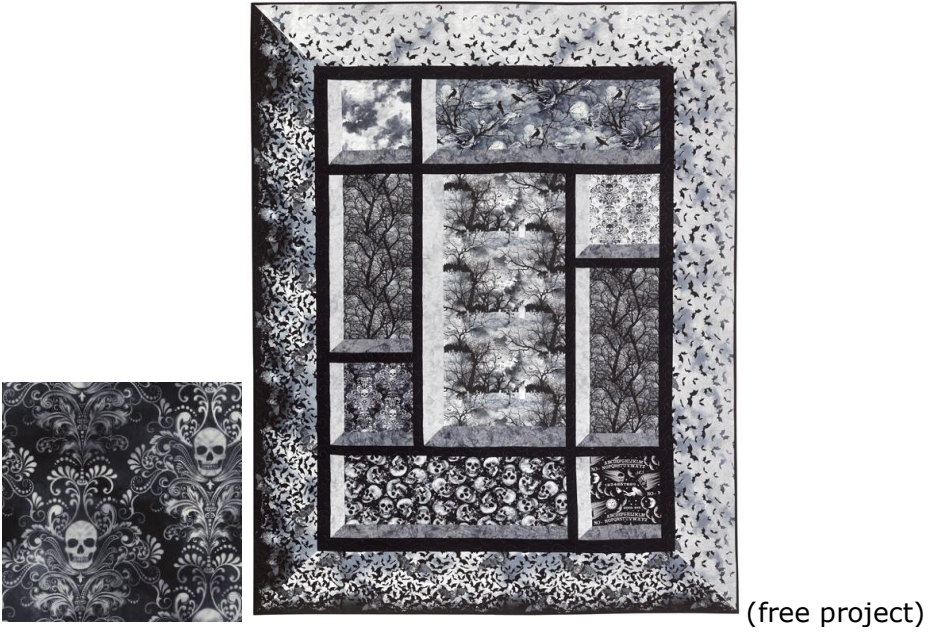


From Moda:



From Timeless, just in time for Halloween:





From Frond:



From Quilting Treasures:



From Free Spirit, Tim Holtz:



A kit!

Purrfectly Pieced

We have all of the flannels for Bonnie Sullivan's newest: Purrfectly Pieced. We have 2 kits with all of the flannel (not the patterns right now, sorry) and we have 2 sets of individual patterns kitted (have sold a couple). Make sense? If you want to do the whole quilt, we have the flannel cut for the project. If you just want to make one block, we have individual patterns kitted. Kits are limited right now, and we need to get a few more patterns in. If you are interested, and we sell out, just let us know. We have enough flannel to make a few more kits.



Kits for the entire project (minus binding & backing) are \$93. Individual patterns, kitted with fabric, are \$20.

November Classes & Special Events

Beginning Quilting Sun. 1-4, Nov.8, 15

OR

Wednesdays: 6-9 Nov. 4 \$65 Barb Boyer
Arcadia Avenue Nov. 5 & 19; Dec. 3 & 17 ongoing
Finish Your Quilt Sale Nov 7, Dec 5

Bring your finished quilt top to the store, and we'll help you find the perfect back and binding. Plus, we'll give you 20% off your backing, binding and/or batting. It's time to finish your quilts!

Block of the Month
Sat. Nov 7, 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 we're making a neutrally colored quilt (tans, taupes, greys, etc.)-come to class in January to see an example.

Christmas Ornaments Sat. Nov. 7, 1:30-3:30 \$20 Barb Boyer

These ornaments are fused & sewn, from Happy Hollow Designs. They are quick & easy and you can get several done in no time. Great for gifts. Kits are required for class, so sign up early so that I can get all the kits ordered.



Monthly Minis First Saturday of the Month, Jan-Dec. 4-6 ongoing

Finish Your Quilt Sale Nov 7, Dec 5

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NEW TIME

Machine Applied Binding

Mon. Nov. 9 1-3 OR Dec. 13 1-3 \$20

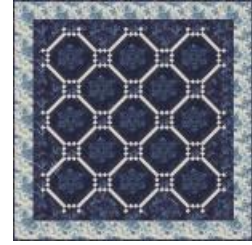
Barb Boyer

This style of binding uses cording to help keep the binding straight & true. Bring a small quilt, your binding and your sewing machine-check the supply list to make sure you have the right tools (cording, the correct foot, binding cut at the correct width). Putting binding on by machine cuts your time more than in half-and by using cording, you can have a perfectly applied binding with no messy "oops" where your stitching just didn't quite catch the binding on the back side.

Christmas Quilt

Tues Nov 10, 10:30-5 \$20 Barb Boyer

Have you noticed a pattern here? Sept is the Halloween quilt, Oct the Thanksgiving quilt, and, just in time for Christmas, in Nov a Christmas quilt. This rich midnight blue quilt showcases beautiful poinsettias or tiles, surrounded by nine patch corner squares. Panel sewing makes this quilt a breeze to make.



Hand Quilting Wed. Nov. 11, 1:30-4 \$25

Sandra Freeburg

Hand quilting is an art that should not be lost. By the end of Sandra's class you will be hand quilting with confidence. Everyone has at least one special quilt that calls out for hand quilting. And there is nothing better than the feel of a hand quilted quilt. Do yourself a favor and learn this art that connects us to our past -- our mothers, grandmothers and great grandmothers.

Knit Pickers' Club

Thurs. Nov. 12, 6-8:30

Carol Moler

Every second Thursday, we're getting together to practice our knitting. The Club is open to all skill levels. We want to share what we've learned, find new patterns, and simply just sit and knit. You can start simply by making a dishcloth. Carol will teach you the essentials to get you started. For those of you who already know how to knit, you can still join the club--it's time for you to simply sit & knit & share ideas.

Let's Finish Downton Abbey!

Fri Nov. 13 ongoing

Hand Embroidery Club

Sat. Nov. 14, 10-noon FREE

Kathy Sconce

(Club normally meets the 2nd Sat. of each month from 10-noon)

This year we're doing birds-state birds. We will have between 40-50 birds (some states use the same bird) for you to stitch. Various setting for turning the birds into a quilt will be provided. Color suggestions for the birds will also be offered. As a bonus, you will get the state outlines, state flowers, and other patterns to compliment the birds. You can join anytime.

ABCs of Binding

Sat. Nov 14, 1-2 \$20

Jo Sunderman

Learn the ins and outs of selecting binding, cutting binding and applying binding. It's easier than you think. If you have a project you are working on, be sure to bring it to

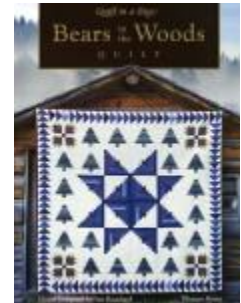
class for some hands on advice. Also, bring paper to take notes and a fat quarter for practice.

Tree Skirt

Sat. Nov. 14, 3-6 & Nov. 28, 1-5 \$20

Barb Boyer

The tree skirt from Bear in the Woods book, an Eleanor Burns, Quilt in a Day book. You can do pieced Christmas trees, and a moose or 2 (complete with hoof prints) or just make it in 2 colors. Extra sizes will be provided, in case you have large Christmas trees. The "skirt" can also be used as a table topper (if you don't cut a hole in the center).



Beginning Machine Quilting

Wed. Nov 18, 1:30-4 OR 6-8:30 \$25

Sue Frerich

Be prepared to quilt! You will practice your quilting skills on various samples, using both your walking foot and darning foot. Batting, threads, needles and patterns will be discussed. Who knows? By the time you leave you may even be able to write/quilt your name!

Little House: Laura's Log Cabin in the Woods Quilt Sat. Nov 21 10:30-5 \$20 Barb Boyer

This is the first of our "Little House" quilts. The inside of the quilt is a traditional log cabin block, and the border is a pieced nine patch. Pattern is supplied in class. You can make this quilt from any fabrics, but the "Little House" calicos will make a bright & cheery quilt, perfect for your own "little house" on the range.

Bertie's Year last Friday of the month, 1-4

Bertie's Year is a small wall hanging, (or you can make each block into a mini quilt for display each month). Bertie is done in flannels and wool (kit only includes flannel). Bertie (the bird) and friends (squirrel, pumpkins) are appliqued with crazy quilt embroidery embellishments.

Friday Nighters

Fri. Nov. 27 5:30-? \$10

Barb Boyer

This class will help you get organized for Christmas 2015 -- or just help you get things done. You give me a list of your "to dos" or unfinished projects you want to finish and then each month I check off what you've completed. Trust me. If you need incentive to stay on track, this is it. You can bring your sewing machine or do hand work.

Pillow Case Party

Sun. Nov 29 1-4 FREE

If you've never made a pillow case, or just want some time to sew a pillow case, this class is for you. This is a great mother/daughter styled class and pillow cases make great presents.

November 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 CLOSED	2	3	4 Beginning Quilt 6-8:30	5 Arcadia Avenue 6-8:30	6 Open Sew1-4	7 BOM 10:30-11:30 Christmas Ornaments 1:30-3:30 Monthly Minis 4-6
8 Beginning Quilt 1-4	9 Machine applied Binding 1-3	10 Christmas Quilt 10:30-5	11 Hand quilting 1:30-4	12 Knit Pickers' Club 6-8:30	13 Let's Finish Downton Abbey 1-4	14 Embroidery Club 10-noon Binding 1-2 Tree Skirt 3-6
15 Beginning Quilt 1-4	16	17	18 Beginning Machine Quilting 6-9	19 Arcadia Avenue 6-8:30	20 Open Sew1-4	21 Little House: Laura's Log Cabin in the Woods 10:30-5
22 Moved to Dec.	23	24	25 Full Moon	26 Thanksgiving Closed	27 Bertie's Year 1-4 Friday	28 Tree Skirt 1-5

					Nighters 5:30 -?	
29 Pillow CaseParty 1-4	30					

HAND APPLIQUE CLUB

This is a get-together & stitch class. Many of us are trying hand applique these days-- patterns are calling for a lot more applique. The club is designed for quilters who already do some hand applique, but beginners are welcome as well. We will share techniques, suggest patterns, talk about threads and, in general, just stitch. A little quiet time away from the distractions of home is what we need to get our projects done.

HAND EMBROIDERY CLUB

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. We provide free vintage patterns, and this year we will have free patterns of girls with hats, that you can embroider, embellish and color. Each month Kathy Sconce shows us a new stitch to try, plus, she guides us through thread choices, how to knot, fabrics to use, and tracing techniques.

Knit Pickin' Club

This is another get-together class to sit & knit, work on our projects, share information and get some help. We will share techniques, suggest patterns, but mainly we'll sit & knit (or pick).

Toad Toters

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: September 27; October 27; November 25; December 25 (I'll figure something out. I'm not coming in on Christmas).

Discount Policy

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

September orange/yellow; October green; November flannels; December red.
