

INSIDE THE QUILT CUPBOARD

october 2026 vol. 12

by Emma's Quilt Cupboard & Sewing Center



319 E Central St
Franklin, MA

QUILT CUPBOARD
& Sewing Center

(508) 520-0234
emmasquiltcupboard.com

A NOTE FROM

Cyndi

I have a confession to make.

I own a lot of fabric.

Okay, perhaps that isn't much of a confession coming from someone who owns a quilt shop, but I'm talking about the fabric I have at home. Whenever I tell my husband that I need to go to the store to pick up some fabric, his standard response is, “Oh, are you going downstairs to your studio?” Very funny.

But here's the ridiculous part: even with all that fabric downstairs, I still never seem to have exactly the right piece I need. You know how this works. You can have 37 shades of blue, but somehow not that blue. So off to the store I go. Meanwhile, sitting downstairs are fat quarter bundles and collections that I absolutely love—and apparently have no intention of ever actually using.

Surely I'm not alone in this.



Sometimes I go downstairs to my sewing room with absolutely no intention of sewing anything. I straighten my fabric. I reorganize a shelf. I pull out a bundle and look through it. I think about what I could make with it. Sometimes I just pet the fabric. And you know what? It makes me happy.

There is something incredibly calming about being surrounded by all those colors, patterns, textures, and possibilities. Fabric doesn't demand anything from me. It doesn't have a deadline. It doesn't care what didn't get accomplished that day. It just sits there looking beautiful and waiting for me to imagine what it might become.

And don't even get me started on my 1930s fabrics. I LOVE 1930s fabrics. Those cheerful little prints and happy colors just make me smile. I've collected them for years, and every once in a while I'll pull them out, admire them, think about all the wonderful things I could make with them...and then carefully put them right back where they were. Because I'm saving them. For what, exactly? That's the question I've been asking myself lately. As quilters, I think many of us have “the good fabric.” Maybe it's a beautiful fat quarter bundle we fell in love with. Maybe it's fabric we bought on a special trip or something that's no longer available. Maybe we have the perfect backing that is somehow too perfect to put on the back of a quilt.

We're waiting for just the right project. But what if the perfect project never comes? Maybe instead of waiting for a project worthy of the fabric, we should make something we love and let the fabric make that project special.

Use the good fabric.

And perhaps this isn't really just about fabric. How many things do we save for someday? The good dishes. The special candle. The beautiful stationery. The outfit we're saving for the right occasion. Vacation days for just the right adventure. Sometimes we get so busy saving the good stuff that we forget the whole reason we have it in the first place. It's supposed to bring us joy.

So this October, I'm giving myself—and you—a little challenge.

Use the good fabric. Cut into that fat quarter bundle you've been afraid to touch. Make something with the fabric you love instead of continually waiting for the perfect project. And while you're at it, light the candle. Use the good dishes. Make the recipe you've been saving. Call the friend you've been meaning to call. There are plenty of ordinary Tuesdays in life that could stand to be made a little more special.

The things we love weren't meant to spend their entire lives tucked safely away waiting for someday. They were meant to be enjoyed. Although, in the interest of full disclosure, I am making absolutely no promises about cutting into my 1930s collection.

I'm a work in progress too!

Happy quilting,

Cyndi



CLASSES

AT EMMA’S



LEARN TO QUILT 1

Nine weeks from basics to finished quilt

October 1
10:00 AM–1:00 PM or 6:00–9:00 PM



MAKING JAM

Watch, Learn, Taste, and Take Home a Jar!

October 3
11:00 AM–12:30 PM



TEACH THE WORLD TO SEW

A hands-on sewing event for learning and building confidence

October 3
1:00–3:00 PM



RULER WORK 102

Build confidence and control on your domestic sewing machine

October 4 & 11
12:30–3:30 PM



WEEKLY OPEN SEW

Bring your project and enjoy open sewing time with Kathy.

Most Wednesdays
10:00 AM–1:00 PM



LEARN TO QUILT 2

Learn to Quilt 1 Prerequisite Required

October 8–November 19
10:00 AM–1:00 PM or 6:00–9:00 PM

CLASSES

AT EMMA’S



LEARN TO QUILT 3

Learn to Quilt 2 prerequisite required

October 8–November 19
10:00 AM–1:00 PM or 6:00–9:00 PM



EDGE-TO-EDGE QUILTING

Learn these quilting techniques on your domestic sewing machine

October 17
10:00 AM–3:00 PM



TUMBLING TRIANGLES

Build piecing skills using Studio 180 tools and techniques

October 18 & 25
12:30–3:30 PM



PILLOW TALK – PUMPKIN

Create a festive pumpkin pillow while building your appliqué skills

October 23
10:00 AM–4:00 PM



MACHINE QUILTING

Learn machine quilting techniques on your domestic sewing machine

October 24
10:00 AM–3:00 PM



QUILTERS ANONYMOUS

An evening of relaxed sewing, laughter, and a home-cooked meal

October 30
5:00–10:00 PM

CLASSES

AT EMMA’S



FALL QUILTING RETREAT

Four days of quilting, meals, accommodations, and community

November 7-10
RETREAT EVENT



SEW SASSY THREAD CATCHER

Say good-bye to all of those messy threads!

November 20
10:00 AM-4:00 PM

SCINTILLATION

Create a geometric quilt using the Studio 180 Split Rects tool

November 21
10:00 AM-4:00 PM





FABRIC
MACHINES
CLASSES
COMMUNITY

OPEN HOUSE

OCTOBER
10

Meet our newest team members, see what's new at Emma's, enjoy make & take projects, refreshments and a door prize drawing.

JOANN CUSTOMERS

Come meet your new local authorized dealer.



15% off Creative Grids

Six-inch Diamond Trim Tool.

Square up diamond blocks
quickly and accurately.

SHOP NOW



See store for details. Some exclusions apply.

Husqvarna®

VIKING®

FOUR DAYS ONLY

25% OFF
HUSQVARNA® VIKING®
ACCESSORIES
& NOTIONS

October 9-12, 2026

creative icon™ 3
sewing and embroidery machine

PFAFF
Perfection starts here.™

LAUNCH COLLECTION



Every PFAFF® *creative icon*™ 3 is accompanied by a deluxe launch collection* worth over \$1,600, included with purchase.

Includes:

Over
\$1,600
Value

iPad
- 11", 128 GB
A16 chip for smooth
CREATIVATE™ performance
and design management.

CREATIVATE™
One-Year Elite Membership
Advance your skills with
software and guided learning.

***creative*™ Free Arm**
Hoop 100x150 mm
Bring embroidery to sleeves,
cuffs, and finished pieces.

\$500
In-Store Shopping Spree
Make the machine your own
with \$500 to spend at pick-up.

Available through December 31, 2026,
at authorized PFAFF retailers.

*Launch collection only available with the purchase of a PFAFF creative icon 3 between September 1 – December 31, 2026. Additional exclusions may apply. Prices are suggested and may vary by variation. Promotional offer terms and pricing are subject to resurvey. We reserve the right to modify or cancel the promotions at any time in our sole discretion. All consumer pricing is at the sole discretion of the retailer. Valid at authorized PFAFF retailers in the United States. PFAFF, PFAFF PERFECTION STARTS HERE, CREATIVE ICON, CREATIVATE, and CREATIVE are the exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved.

FROM COVER TO CREATION.

The jacket on our cover pairs the Bella Quilt Coat with Secret Stash Favorites: Blue Willow by Laundry Basket Quilts.

NEW COLLECTION

Secret Stash Favorites: Blue Willow.

Arriving early November.

PRE-ORDER NOW



Start with Bella. Make It Yours.



Bella Quilt Coat
\$29.99

SHOP NOW



Bella Expansion
Sleeves
\$12.99

SHOP NOW



Bella Arcs & Beauties
\$12.99

SHOP NOW



Bella Hood
Expansion Pack
\$17.99

SHOP NOW

SMALL TOOLS. Big Difference.



Fork Pins

\$15.99

"You're probably thinking, what in the world do I do with those funny-looking pins?"

You might walk right past them on the notions wall, but I'm here to tell you: they will change your life."

Watch Cyndi's Video

Video demonstration only.
Promotional pricing shown
in video is no longer valid.



Roll & Press

\$21.99

Press on the go—no
iron required!

SHOP NOW →



Mat Cleaning Pad

\$10.99

Easily remove fibers and
dust so your self-healing
mat can do its job.

SHOP NOW →



Sewline Fabric Mechanical Pencil

\$15.99

Cyndi's favorite marking
pencil for dark fabrics

SHOP NOW →

Home Is Where The Haunt Is

22" × 22" Pillow

A creepy old house, mummy, spiders, witch hat and pumpkins come together in this Halloween machine embroidery project.

5" × 7" hoop | Digital Download

\$28

[SHOP NOW](#)



HOOPSISTERS

Harvest

A little bit of the garden, stitched for fall.

Sunflowers, tomatoes, apples, pumpkins, honey and more come together in this charming embroidered harvest quilt.

25" × 25" finished | Minimum 6" hoop

\$45 Digital Download

[SHOP NOW](#)



ONE OF CYNDI'S FAVORITES

No corners shall be left unturned.

RNK Precision Turning Tool

Crisp corners without poking through your fabric. The rounded precision tip gives you control for turning and shaping, while the hex-shaped body stays put on your sewing table.

\$23.99

[SHOP NOW](#)



ONLY
ONE KIT LEFT

Jeepers Creepers

Deep Blue Sea Quilt Kit

Our playful take on the Deep Blue Sea pattern, featuring QT Fabrics' Jeepers Creepers collection.

Kit includes fabric for the quilt top and binding, plus the pattern.

\$144.99

[SHOP NOW](#)

SOME PROJECTS
JUST FEEL LIKE OCTOBER.

OCTOBER

Birthday Party

SATURDAY, OCTOBER 31
10 AM - 4 PM

15% OFF
YOUR PURCHASE

Cookies while
you shop +
a birthday treat.

Bring a friend and
they'll save 15% too.



Husqvarna®

VIKING®

Designer Epic™ 3
Nordic Frost
Sewing & Embroidery Machine

READY FOR AN UPGRADE?

Trade in and
save up to \$5,000.*

October 1-31, 2026

Add Monogram Embroidery
to difficult-to-hoop projects
without opening a seam.



EMMA'S QUILT CUPBOARD

5th Saturday

SATURDAY, OCTOBER 31, 2026
10 AM - 6 PM

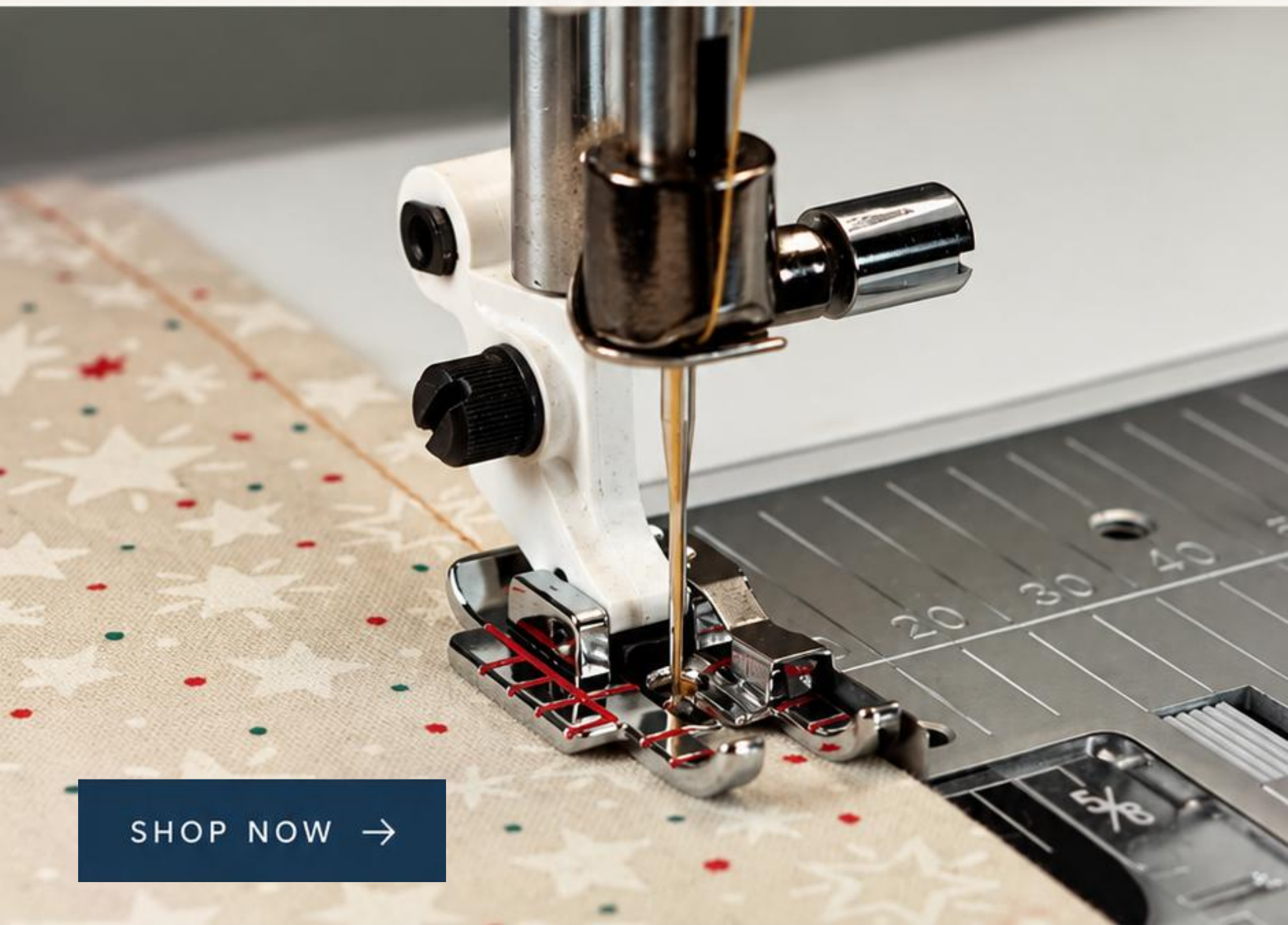


20% OFF

Bring your Emma's saver bag and receive 20% off regularly priced, in-stock items that fit inside. Shop on 5th Saturday to earn a punch toward your next saver bag credit.

Saver bag required. Some exclusions apply, including sewing machines, software, and services.

FOOT OF THE MONTH



SHOP NOW →

HUSQVARNA VIKING

Adjustable 1/4" Piecing Foot With Guide

\$45.99

The Adjustable Quarter-Inch Piecing Foot with Guide is designed to help you achieve a 1/4" (6mm) or scant 1/4" (less than 6mm) seam when piecing. The needle hole in the foot is oval shaped, allowing you to adjust the needle position as necessary to achieve the perfect result. The distance between the center needle position and the guide is 1/4" (6mm).



Fits machine
Groups 1-8



Application
Quilting

FREE SMALL ROLLER BAG

with purchase of the
SAPPHIRE™ 930 Sewing Machine.*

October 1–31, 2026



**\$400
VALUE**



Senses fabric for
perfect feed,
every time.

Room for your
biggest projects.

One-touch
thread cutting,
zero interruptions.

+200 stitches to
bring every design
to life.

Sale effective October 1 – 31, 2026. Additional exclusions may apply. Prices are suggested and may be positive. Promotional offer terms and pricing are projected to change. We reserve the right to modify or cancel the promotions of any time in our sole discretion. All customer pricing is at the sole discretion of the retailer. Valid at authorized HUSQVARNAS® VIKING® retailers in the United States. VIKING® and SAPHIRE™ are exclusive trademarks of Singer Sourcing Limited LLC or its Affiliates. HUSQVARNA and the "H" Crown Crown are trademarks of Husqvarna AB and are used under license. © 2026 Singer Sourcing Limited LLC or its Affiliates. All rights reserved. *Free gifts only available with the purchase of a SAPHIRE™ 930 and applies to part numbers: 9208;2098.

CREATE WITH ONYX™

Sewing Machine

Starting at \$349

October 1–31, 2026

Find the Pumpkin Rope
Basket project instructions
at [Creativate.com](https://www.creativate.com)



ONYX™ 15
MSRP \$379



ONYX™ 25
MSRP \$429



ONYX™ 30
MSRP \$749

WANT TO MAKE THIS?

ENCHANTMENT Block of the Month

Begins November 1.

Six months of monthly video tutorials.

\$39.99 per month, \$15 registration.

Participants save 15% on the
required V-Block ruler.

RESERVE YOUR SEAT



A new chapter.

Emma's Fall Quilting Retreat

Cape Cod, November 7th - 10th.

New location, same retreat family,
now with an ocean view.

3 nights, 4 days.
Meals and accommodations included.
Limited to 40.

RESERVE YOUR SPOT.



First Saturday is back

Jubilation

Emma's First Saturday 2026.

12 months of quilting, learning, friendship, & fun.

November 14th, 2026 • Registration \$45.

- 12 blocks
- Two colorways
- Finished size: 100" × 100"
- Optional finishing kit available

JOIN FIRST SATURDAY.



SECRET STASH

Blue Willow

by Laundry Basket Quilts

PRE-ORDER NOW

ARRIVING NOVEMBER



Better Than **Black Friday** **CUTTER SALES**

OCT. 9 - OCT. 23

\$99.99

**GO! Me[®] Fabric
Cutter Starter Set**
(\$179.99 MSRP)



\$329.99

GO! Bolt[™]
(\$459.99 MSRP)

\$379.99

GO! Bolt Essentials
(\$469.98 MSRP)

\$399.99

**GO! Bolt +
Battery Pack
Starter Pack**
(\$499.98 MSRP)



\$699.99

**Ready, Set. GO! Bolt
Ultimate Fabric Cutting
System**
(\$898.91 MSRP)

\$749.99

**GO! Big[®] Grizzly
2½" Strip
Starter Pack**
(\$1,009.97 MSRP)



\$1,049.99

**GO! Big + Grizzly Starter
Pack**
(\$1,439.95 MSRP)

DECEMBER 11 • 11 AM-12 PM

Pin Cushion Swap

REGISTER



DECEMBER 20 • 12:30-2 PM

Cookie Swap

REGISTER

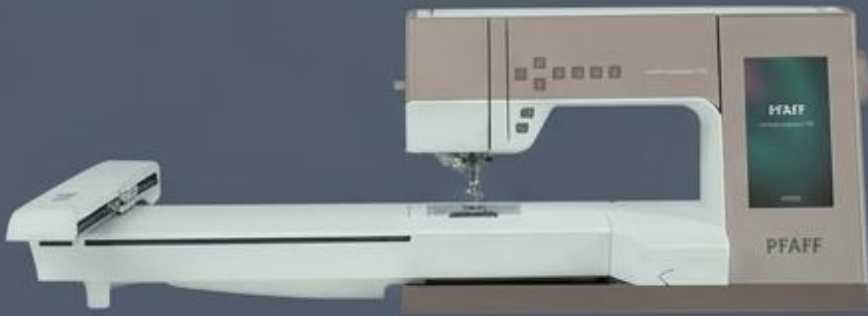


PFAFF
Perfection starts here.™



From Idea to Stitch, Instantly Connected

CREATIVATE™ Connected Machines Starting at \$1,399



Limited Time Only

25% Off

PFAFF® Accessories and Notions



October 9 - 12, 2026

 NEW Dies from *Ricky Tims & Alex Anderson!*

Meet the Dies

GO!® Garden Variety #1 (Raw Edge)

GO!® Garden Variety #2 (Needle Turn)

GO!® Nine Patch Shape Set-9" Finished Block on Board® (BOB®)

DESIGNERS
*Ricky Tims &
Alex Anderson*



 **accuquilt**

Free cutting mat included for a limited time while supplies last. Restrictions apply.

Your Creativity is
Cleared for Takeoff!

NEW GO!® Airplane-6" Finished Block on Board® (BOB®) Die

Designed to cut one 3-color, 6" finished block in one pass through the cutter.
Get a **FREE** cutting mat - \$32 bonus value!



 **accuquilt**

Free cutting mat included for a limited time while supplies last. Restrictions apply.



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