



# The Acanthus Vine

Vol. 6, No. 4

September 1981

COMING MEETING: Sunday, September 20

1 pm Social Hour/Sharing  
1:45 Business Meeting  
2:30 Break (15 minutes)  
2:45 Program

Location: NORMANNA HALL  
1106 South 15th, Tacoma, WA.

From I-5, take Exit 132 (Bremerton)  
Next, take Sprague Avenue Exit  
Then turn right onto 15th Street  
Go to K Street; it's on corner.

PROGRAM: Sam Gardner from Bellingham, the fine photographer who took those excellent pics at our Juried Show and Banquet, will show slides of his month-long trip to Norway this April. He accompanied other members of the Mountain Rescue Team testing equipment for Eddie Bauer, Inc. He was the official photographer of the expedition, and has been awarded an engraved medal for his work. Tromso, Spitsbergen, Svalbord and south to Oslo will be among the interesting places he will show and discuss.

This is an excellent opportunity to get updated on northern Norway.

And to thank him again for preserving so well the memories of our Juried Show and Banquet. If you ordered prints, you know his skill. See Betty Edwards for any reorders you may wish.

Publisher

WESTERN ROSEMALERS ASSOCIATION

Editor

Mary Lou Overturf

Membership in WRA includes  
subscription to THE ACANTHUS VINE

Dues are currently \$5/year

Make checks payable to

Western Rosemalers Association  
and mail to Membership Chairman

Celia Hendrix

4805 - 88th Street

Marysville, WA 98270

The Acanthus Vine is published  
5 times yearly 2 weeks prior to  
WRA General Meetings in January,  
March, May, September & November.

Editorial and advertising deadlines  
are 2 weeks prior to publication.

Advertising Rate List:

\$16.25 - full page  
8.25 - half-page  
4.25 - quarter-page  
2.00 - block 3 inches x 2 inches

Please send camera-ready copy  
with remittance made out to  
Western Rosemalers Association  
and mail to your new editor:

HELEN GJOVAAG

4813 - 76th NE, #A-22

Marysville, WA 98270

\* \* \* \*

Our thanks to Dorothy Peterson of  
Ironwood, Michigan for her trio  
of lovely designs on page 7.



PRESIDENT'S MESSAGE:

It's hard to think that it will soon be time for all the fall activities to begin--it seems as though just a few short weeks have passed since we had our May meeting with such a great turnout of people (55 members and 12 guests). I hope each of you have had a relaxing and enjoyable summer.

We have two big sales events coming to prepare for--Scandinavian Days in October and PLU Yule Boutique in November--so if a few cobwebs have formed on those paint brushes over the summer, dust them off and start painting.

While we always want a large number of painted items to sell at these events...."good quality" of workmanship is always desired. While each of us may be at various levels of rosemaling skill, if we try to paint our very best, then we will be sure to achieve "good quality".

Several years ago we developed a list of "Guidelines for Sales Events" to help our members price and prepare their items for sale. They have been reprinted in this issue of The Acanthus Vine for your convenience. Please take a few minutes and read them.

Happy Painting--see you at the September meeting.

Dena Iverson

SYNOPSIS OF OUR LAST MEETING:

Hostesses Ida Mae Swedberg and Ruth Larsen were thanked by President Dena.

Treasurer Barbara Laskowski reported \$758.15 balance on April 30.

Membership Chairman Celia Hendrix reported 266 members.

Norwegian Days, PLU, May 2, Co-chairman Wilda Snider reported \$577 in receipts.

Folklife Festival, Seattle Center, May 23-24, Co-chairman Betty Edwards reported 13 artists sent items to sell and receipts were \$303. Good educational sale....

Workshops, May 26-29. Florence Buck reported that 10 students attended the Tacoma one led by Ingebjorg Loftsgarden and Eli Saelid, both of whom joined WRA. Mary Ellerman reported that 8 students attended 2 days and 7 the rest of the workshop in Seattle led by Elsa Sjovaag, a popular returning teacher from Norway.

WRA Exhibit at Nordic Heritage Museum, March 15-April 12. A good response from which we gained 15 new members. We're invited back next year for 3 months.

Scandinavian Days, Tacoma, Oct. 13-17. Ida Mae Swedberg will chair committee composed of Carole Ramstad, Deanna Skelton, Gudrun Berg, and Mimi Schuster.

Pacific Pal-ettes Mini-Convention, Oct. 3-4, Tyee Motor Inn, Olympia. We are invited to participate. Motion made, seconded, and passed that we do.

\$50 gift sent to South King County Art Museum for facilities use for Addie's workshop.

1982 Juried Show - Discussed moving it farther beyond holidays, possibly to April when Ingebjorg and Eli return so they could perhaps judge.

Norma Splitt cards - Voted to raise price to \$2.75 to non-members. Still \$1.75 for WRA members.

Dues increase - Board will discuss and bring recommendations to September meeting.

Ad rate increase - Acanthus Vine printing and postage costs have soared so rates must be raised for first time in our history. See new rate list on front page.

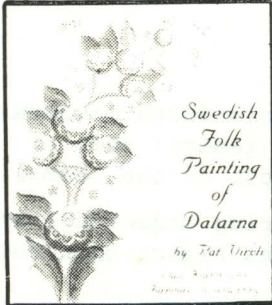
By-Laws - Proposed changes must be presented in writing at September meeting.

Door Prize - won by Celia Hendrix.

Program - An excellent dissertation on wood finishing presented by Mary Ellerman.



## Swedish Folk Painting of Dalarna



### *The Signature of Sweden* by Pat Virch

Instruction book with full color  
patterns and history.

Teach yourself this charming  
folk painting on boxes, walls  
and furniture.

\$8.50 postpaid

### *Wood and Tin Decorator's Supply Catalog*

Revised and updated . . . offering more than 100 different pine, maple  
and basswood items; 25 tin reproductions, all illustrated; over 150 pat-  
terns . . . books and prints shown in color . . . art supplies to aid your  
folk art decorating. \$1.00

#### **NORDIC PUBLISHERS**

Dept. WRA, 1506 Lynn Ave.  
Marquette, Michigan 49855

Michigan Residents Add 4% Sales Tax

Canadian Orders to be Paid in Money Order (U.S. Dollars)

A SPECIAL THANK YOU  
TO TWO OF OUR MEMBERS:

To Florence Buck for all her help  
in coordinating the May Workshop,  
and for hostessing two of our  
visiting rosemalers from Norway  
during their stay in our area--  
Ingebjorg Loftsgarden and  
Eli Saelid.

To Inger Svendsen who most  
graciously offered her hospitality  
to Elsa Sjovaag.

Help is still needed on the  
Telephone Committee, especially  
in the Seattle and Tacoma areas.  
A sign-up list will be at the  
meeting, or call Dena Iverson  
at 839-7712 if you'd like to help.

Lila Granaas, our Publicity Chairman,  
still needs the names and addresses  
of neighborhood newspapers in your area.  
She can't do her job without your  
cooperation. Please bring them to  
the meeting or mail to Lila as soon  
as possible.

A Note from your Editor -

Just to say it's been a real joy to serve  
in this capacity since April 1980 and we  
leave it with mixed emotions--sadness in  
knowing we'll miss the nice letters and  
phone calls the position generates, but  
enthusiasm for the new business we  
recently entered which will require  
time needed to devote to this one.  
WRA is exceedingly fortunate that  
former editor Helen Gjovaag has just  
moved back to our area from Oregon  
and agreed to resume her previous  
duties. *Best wishes Helen!*

I want to express my appreciation to  
all who have helped me in any way,  
especially to Betty Edwards, Barbara Hazen  
and Mildred Harris who put in many hours  
with me in the tedious aspects of folding,  
stamping, stuffing, sealing, etc.  
And to Celia Hendrix for enormous help  
in coordinating the 1981 Directory and  
proofing it and continuing to update it  
with typed file cards. A super worker!

*God bless all, Mary Row*

At right - Celia in her official  
WRA costume with her entry in our  
Juried Show. Photo courtesy Sam Gardner





Pricing: Plates - 10" and larger - \$15 to \$60  
Breadboards - 10" and larger - \$8.50 to \$20  
Clocks - \$60 to \$75  
Tines - \$25 to \$60  
Bowls - 12" and larger - \$20 to \$65  
Small items - \$3.50 and up  
spoons, oven shovels, napkin rings, key rings,  
small bowls, plates and breadboards

Explanation:

These guidelines are very general, but should be considered minimums. The higher figures are guides only, not limits. A general rule of thumb is to price items from 3 to 6 times retail cost of the items.

Commissions are usually taken from sales by sponsoring organizations, and if it is 20% or more, you may want to set prices higher than suggested.

Delivery and Pickup of items for sales:

Delivery should be made in advance of sale in accordance with times set by event chairman. The chairman has a great deal to do on the day of the sale and must not be burdened with items being brought in on that day.

Artists must make their own arrangements to have their items picked up at end of sale. Event chairman will not be held responsible for handling items after sale.

Instructions for pickup are to be indicated by artist on his or her individual sales sheet.

Painted Items Appropriate for Sales:

WOODENWARE ONLY - no metal items, no china items, no plastic items!

Finishing and Equipping Items for Sale:

Do Not finish breadboards on back; if left unfinished, they may actually be used and proven to be more desirable to customers.

Do finish backs of plaques, plates, insides of boxes, etc.

This adds to the professional quality of the items.

Include a battery for clock so it may be displayed in operation.

Tie a leather thong in breadboards and bellows for hanging convenience.

Use hangers that fit pegboard hooks for display; wire and screw eyes are preferred; sawtooth hangers may have to be bent before attaching.

Do not use pull-top hangers from soft drink cans; they do not stay attached very well, and are unprofessional looking.

Demonstration at sales:

Demonstrator may use pattern or paint freehand, but if using patterns, choose those that are traditional and authentic.

Demonstrate only on woodenware.

Demonstrate only with oil paints--no acrylics.

Explanation:

To "preserve the art of rosemaling" and "to encourage the High Quality of workmanship set by our predecessors through the use of traditional colors, scrolls, and flowers" is stated as the objective of Western Rosemalers Association on our membership forms. Therefore, it is important that as we promote this art form at our events, we do so in a traditional and authentic manner.



DIRECTORY UPDATE (as of August 15, 1981)

All are  
Area 206

Change :

BAUGHMAN, Rachel	61137 Roughrider Lane	Bend	OR	97701	
ENGLUND, Kaja	(address is correct, change tel. # only)				483-1878
FRIVOLD, Randal	816 NE 98th Street	Seattle	WA	98115	523-0706
MARTIN, Carol	PO Box 4023	West Sedona	AZ	86340	
SVENDSEN, Inger	(address is correct, change tel. #only to original listing)				783-5100

Add:

BRICE, Lynette	18920 - 68th West	Lynnwood	WA	98036	774-9218
COLEMAN, Bernice L.	5902 - 171st Street SE	Snohomish	WA	98290	568-3821
GIDDENS, Linda	18541 Wallingford North	Seattle	WA	98133	542-1580
LANGE, Maureen	P.O. Box 44795 (mailing)	Tacoma	WA	98444	531-9135
	316 South 120th (home)				
LOFTSGARDEN, Ingeborg	3840 Seljord	Norway			
REED, Edith	13026-D - 35th Ave. NE	Seattle	WA	98125	362-0377
SALID, Eli	2960 Røn	Norway			
TROSTAD, Rodney C.	P.O. Box 1094	Poulsbo	WA	98370	779-5730
WASSON, Agnes M.	941 Silverbrook Road	Randle	WA	98377	497-3498
Business - COFFMAN, Jean	1539 Carlisle Lane	Myrtle Point	OR	97458	

Delete:

KORST, Mary Beth

Many small businessmen forget the real purpose of advertising.  
They put it at the **BOTTOM** of their priority list, when it should be at the **TOP**!

# DON'T FORGET YOUR PRIORITIES.

Put advertising in the *Acanthus Vine*  
TOP of your list!

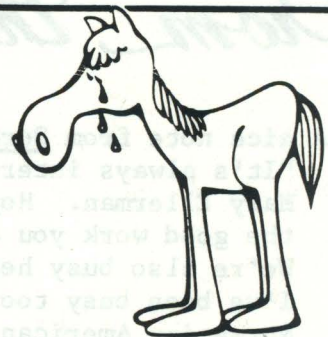
## MOVING?

OLD ADDRESS	NEW ADDRESS
(Attach old label here)	Name _____ New Address _____ City _____ State _____ New zip Code _____

Please notify

your new editor  
HELEN GJOVAAG  
at address on  
front page,  
lower right  
column, in  
advance of  
your move  
if possible.

You'll really  
help her lots  
if you do...  
Thank you,  
Thank you,  
Thank you!



### unhappily—

ever-increasing costs of printing  
and general publication, plus  
distribution expenses, have  
forced us to raise our  
advertising rates in  
The Acanthus Vine.

Please note our new  
Rate Schedule on the  
front page right column.



# Rambling Rosemalers

Only one WRA traveller wrote us since we inaugurated this new column in our last issue, and we hope she will stimulate others of you to share your experiences with our readers. Jan Wartinger rode her 15-speed bicycle 847 miles on her 5-week solo journey through much of Norway, shifted to train and boat before she racked up 1,000....wrote that she was slightly browner with a little more muscle. Spent whole day at Folk Museum, Viking Museum (her favorite), and Kon Tiki-Ra Museum on the 4th of July, a date she's usually with 30-40 relatives at a potluck on her parents' deck. She later spent an hour visiting the parents of her rosemaling teacher, Inger Svendsen. She spent the last year studying the language so she could converse with them and others along her trek. This was her first trip to Norway and she knew no one there when she left, but made friends easily. Said she always had enough energy for the "interminable hills", and at hostels or towns usually met nice folk. The settlements became what she valued there. Said much of the scenery reminded her of the U.S. "Today I cycled the mountain road by Shasta, it seemed--water, rocky hills, and trees all the way, and 10 miles of very tough grades. Overcast, about 55°, occasional showers. Most days start sunny, wind comes up strong by 1 pm, and things look threatening by 5:30. I've stayed in 8 hostels and tonight am about 45 miles south of Stavenger. This southern coast is where Norwegians take their summer vacations--many campgrounds and fjords. Am not really in the valleys of rosemaling but see good collections at museum (and modern kind at Heisflidens (sp? forgive me Jan, can't read it...ed.) "I called Addie during my plane's stopover in Minneapolis and she told me where to find some rosemaling, asked me to call again upon return. Sent her best wishes to all." Lots more, but space dictates closing. We'll be anxious to see her slides; Jan is an excellent photographer and narrator, too.



## From the Tendrils

A nice note from Dorothy Peterson in Ironwood, MI:

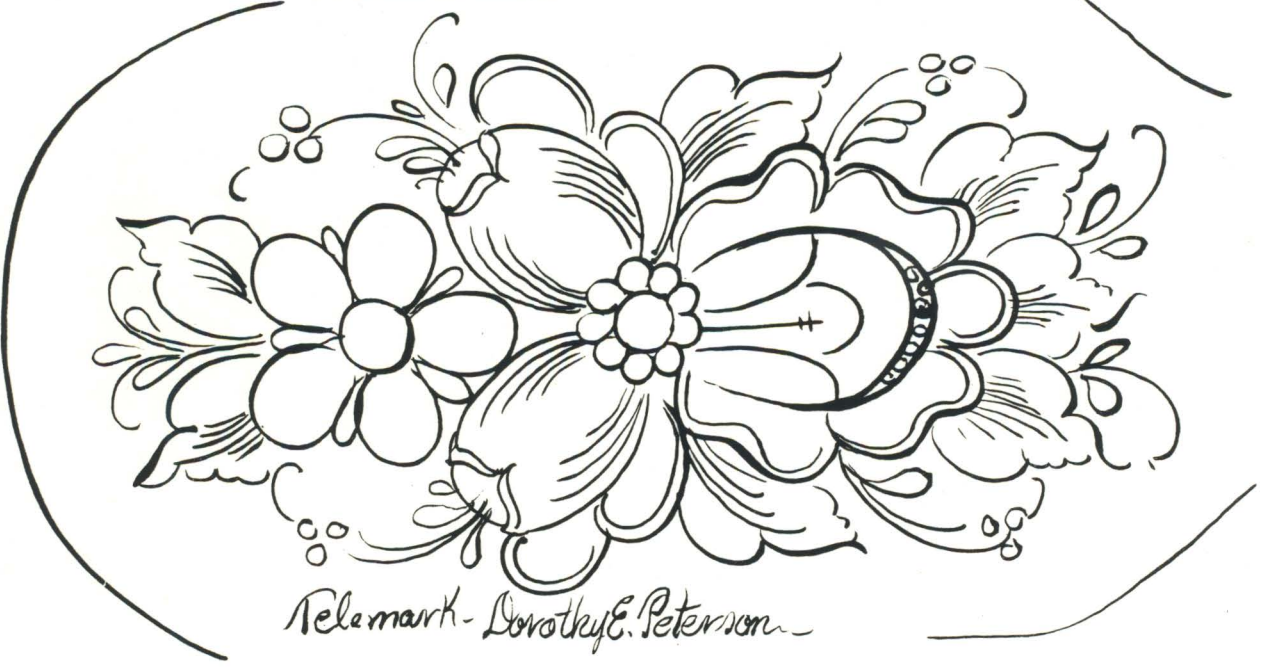
"It's always interesting hearing from the West Coast. I know Florence and Mary Ellerman. Hope to come to your area sometime; in the meantime, keep up the good work you are all working so hard on, educating everyone about rosemaling. We're also busy here in the midwest with shows, rosemaling classes, etc. I've been busy too, as I've taught classes in West Virginia, 2 weeks at the Norwegian American museum in Decorah. In July it's South Dakota, and Wisconsin in the fall. But sometime I'll send some pieces to one of your exhibits." Please do, Dorothy. We'll look forward to them.

And another from Randal Frivold, who is listed in our directory as one of our two members living in Norway, but now he's moved to our own "back yard" so to speak. He graciously wrote "Thank you for your consistent performance as editor of The Acanthus Vine. I'd like to inform you of my change of address. I am presently attending college and would like to clarify that I am single and male, not Mrs. Frivold as you had addressed a recent postcard." Status corrected in our files, and that must be good news to some of our single female members, yes? Thank you for your kind words re our efforts in this labor of love....





Telemark - Dorothy E. Peterson



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