

EVERGREEN PICTURE FRAMER'S GUILD NEWSLETTER

MAY 1994

THE PERPLEXING PICTURE

BY CARL SWANSON, CPF

Have you ever been curious of just how much conservation framing your framer friend down the way actually performs? He/She has always led you to believe that her/his shop does some top notch work but you've never really been sure. Well here is a sure way to get the truth out.

The next time you two meet on the street, make your usual comments on the weather and then ask hem/her what color she/he would say the sky was. Should they reply, "This morning it definitely looked very C974, but right now I'd say it is B804," you can be fairly assured that poster framing is their mainstay (or at least should be)! However, if they responded, "Oh, Did you happen to catch that sunset last night? It was so B8485 with lovely streaks of C1625", you may need to think about having a sale.

You're asking, "What does any of this mean?"

Well, it conveys two things. First and (I think) foremost it shows that picture framers have a very intimate and somewhat twisted relationship with color. We do have a language all our own! Secondly, it illuminates something most of us should already know and live by; Acid-free does not mean Conservation!!! And finally, it brings us around to last months Perplexer.

You'll remember we had a 12 year old serigraph on hand-made paper which had been brought in for re-framing. It was truly unfortunate that the previous, pernicious framer had permanently positioned the print on the back of a sheet of mat board (C956). Though the customer was concerned about this, she realized there was little that could be done. She did note, however, the appearance of several dark lines around the image (see illustration). These, she was certain, were not there before. I assured her the lines could be covered by the new mat, but in the interest of science, could she bring in the original frame?

(Continued on page 2)

**MAY MEETING
TUESDAY, MAY 10TH**

**CPF TEST OVERVIEW &
STUDY SESSION**

**LARSON-JUHL
SEATTLE
7:30 P.M.**

inside...

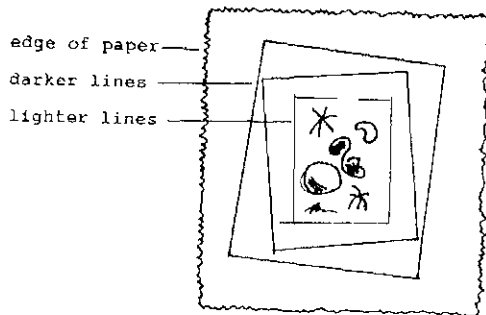
**THE PERPLEXING PICTURE
MAY MEETING
MEETING NOTES
THE LIMITED EDITION**

**page 1 - 2
page 4
page 2
page 9**

framer's point

(Continued from page 1)

Hats off to Jeff Wanee, of Chico, CA. Jeff was the first to relate to me his correct theory as to how this case of spontaneous French matting could have occurred.



After the client returned with the original frame it was quite clear the mats were to blame. The choice of materials the framer made could definitely have been better. But even more so, his workmanship seemed to me to be the main culprit. We must acknowledge that 12 or so years ago the availability of conservation quality materials was negligible compared with today (Let's let the matboard manufactures take a well deserved bow! Okay, you glass folks too.) BUT, rag was around. Albeit in white and cream.

Where this framer failed (and I must admit I have been guilty of this too - in the distant past of course, and, let's hope, not to a piece of arte' fino) is his thrifty use of matting fall-outs for second and third mats. Here, not only were they just barely large enough to extend beyond the opening, but the bevels had been left; slanted back towards the art and exposing a legion of nocuous agents from the pulpy core. It is interesting to note that that little 45 degree bevel did make a big difference in the degree of the burn. At the opening, where the bevel was angled away from the art, the burn was significantly less than where it faced the art.

The moral? If we must be frugal with our multiple mats (and at times we have no choice - right?), let's be generous with our time and fill in the gaps our thriftiness leaves. Plus a solid barrier mat (C.Q. of course) on the art will let us feel good when we put that sticker on the dust cover. And don't we hope to still be here 12 years down the road?

NOTES FROM THE APRIL MEETING *by Mike MacPherson*

WHEW!

A wonderful time was had by all at the 1st annual EPFG Awards Banquet and Day of Education. The day started at 8:00 a.m., at the DoubleTree Inn near Southcenter Mall, with four workshops: "Conservation Framing for Works of Art on Paper", conducted by Jeff Wanee, CPF, "Photographs, Identifying and Protecting", by Allan Lamb, CPF and "Shadow Box Design, Construction and Helpful Hints" taught by Marilyn Neill, CPF, "Computers in the Workshop" by John Ferens, CPF. The workshops were well attended and the reviews were high. Thank you to all the great speakers and to Jeff Schuffman, Joe Garitone, Frank Larson for making sure that everything ran smoothly.

By 3:00 p.m. all the print competition pieces had been registered so that the judging could begin. Thank you to all the judges for the fine job in a difficult task.

The banquet started at 6:30 p.m. with a no host bar, and the start of the popular choice voting. Over eighty people attended, and were all seen mingling, exchanging ideas and meeting new people. The atmosphere was electric, by the time dinner was served there was not an empty space in the room. The award festivities began after dinner with the presentation of certificates of appreciation to Allan Lamb, Helen Kane, Paul Miller and Jerry Wildman for their pioneering efforts and years of service to this chapter. The next award was the first ever Vendor Service of Excellence Award. This award was voted on by the chapter members and was presented to Larson-Juhl for their outstanding service to our local chapter members. The air was thick with tension and anticipation for the final awards presentation "The Print Framing Competition" The competition was one of the tightest in recent memory and all the entries were spectacular. If you were not there, you missed out on some quality education on what Picture Framing is all about. Honorable Mention Awards went to

(Continued on page 4)



695 Edgewater St. N.W.
Salem, Oregon 97304
Phone: 1-800-872-4445
FAX: 1-503-363-7273

21828 87th Ave. S.E., Suite B
Woodinville, WA 98072
Phone: 1-800-292-3202
FAX: 1-206-486-4978



VICTOR MOULDING CO.
977 66th AVENUE, P.O. Box 2206
OAKLAND, CA 94621 • 415-430-0400

WHOLESALE PICTURE FRAME SUPPLIES

CHUCK BIGFORD
SALES REPRESENTATIVE

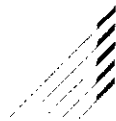
(206) 481-2555

1-800-366-8428
1-415-430-8588 FAX

MESSAGE CENTER
1-800-359-2829
EXT 3715

Bob Batie
Sales Representative

CLARK



CLARK MOULDING CO., INC.

10312 12th Ave. NW
Seattle, WA 98177
(206) 782-8888

(800) 322-5275



*Fabrics • Moulding • Gold Leaf
for the
Professional Picture Framing Industry*

947 North Cole Avenue • Los Angeles, CA 90038
(213) 469-9006 Fax: (213) 469-0940
(800) 342-CHOP (800) 8-FABRIC

**THE BEARD
OUTLET**

WHOLESALE FRAMING

ON BEL-RED ROAD
12005 N.E. 12TH
BELLEVUE, WA 98005

(206) 451-9844

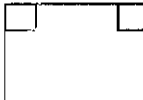
SELECTED CRESCENT MAT \$2.29 PER SHEET
4-PLY RAG MAT (32X40) \$5.65 PER SHEET
FOAM CORE \$2.50 PER SHEET
REGULAR GLASS \$25 A BOX

JOE THE TAILOR

P.O. Box 2296-N Bellingham, WA 98227 (206) 671-1465
to ring Binder 26" x 3-1/2" x 32"H - with 15 sleeves & carrying case \$199.00

WHITE PRINT PROTECTORS		BLACK PRINT PROTECTORS	
Sizes	1/2 Dz Dozen	Sizes	1/2 Dz Dozen
18" x 24"	\$23.00 \$39.00	18" x 24"	\$23.00 \$39.00
22" x 28"	\$33.00 \$49.00	22" x 28"	\$33.00 \$49.00
26" x 36"	\$43.00 \$65.00	26" x 36"	\$43.00 \$65.00
32" x 42"	\$63.00 \$100.00	32" x 42"	\$63.00 \$100.00
38" x 48"	\$105.00 \$155.00	38" x 48"	\$105.00 \$155.00
*40" x 60"	\$105.00 \$165.00	*40" x 60"	\$105.00 \$165.00

Free Flyers.



New additions Metal Corners & Metal Tips
We will pay 1/2 freight on all orders over \$300
*Without boards for 40" x 60" size only.
All can be shipped UPS & with info pockets

Display your Prints and Graphics clearly and safely on both sides. Clear 8 gauge Vinyl. Any size! Stitched with Black Cotton Binding. Sturdy Insert Boards. 1 Year Guaranteed against Cracking and Tearing

PIEDMONT MOULDING

DICK HASKELL

P.O. Box 4032 • Modesto, California 95352 • (209) 526-4610
Phone 1 (800) 344-2160 • Fax (209) 526-4622

"Color...the language of dreams."

Paul Gauguin

Color, and its interpretation, has been at the very core of art since ancient times. Much more than simply the way in which light is reflected or absorbed, each color creates its own mood and visual effect. Crescent proudly introduces Color, the comprehensive booklet on color.

To receive your free color booklet CB100,
send your business card to:

Crescent, P.O. Box XD, Dept. CB100, Wheeling, IL 60090

march meeting

(Continued from page 2)

Donald Jones, CPF of Alpine Art in North Bend and to Kiyoshi Toda of Accent on Framing in Issaquah. Third Place went to Shelley Bedsaul, CPF of The Frame Dame/Blue Heron Gallery of Silverdale. Second Place went to Carl Swanson, CPF of VanGo Custom Framing in LaConner. First Place & Popular Choice went to Linda Ellis-Watson, CPF & Jodi Norton, CPF of Frame Design N.W. of Issaquah. What an evening, many stayed around to congratulate the winners, and participants, as there are no losers in a competition of this caliber. There were plenty of smiles and pats on the back for everyone.

The mission of this Chapter's Board of Directors is to provide education, quality information, good times, networking opportunities and much more. The First Annual EPFG Awards Banquet and Day of Education was an example of this and a very successful example at that!

Thank you to everyone who made the evening possible, The Board of Directors, Volunteers, and most importantly our Vendor Sponsors.

THANK YOU! AND WE'LL SEE YOU NEXT YEAR.

MAY MEETING TO BE HELD AT LARSON-JUHL

The May meeting will be held at **Larson-Juhl's** Seattle Showroom & Warehouse. The focus of the meeting is an overview of the CPF Exam and a study session for those who will be taking the test. The CPF test will be given August 21st in conjunction with the ABC show to be held in Seattle. The registration deadline to take the test is July 29th. Contact PPFA at 1-800-832-PPFA for more information on registration.

The biggest hurdles in taking the test are sorting throughout the endless amounts of information available and question about the test itself. What issues are critical? What formulas are considered standard? What books should you read, which ones

DISCOVER THE ART OF PLASTIC WITH SEATTLE PLASTICS



(206) 441-0679

- **Cut to Size Acrylic**
- **UV Protected/Framers Grade Acrylic**
- **Shadow Boxes/Model Covers**

should you scan? How are the questions phrased? MATH!!!?? How many questions do you need to answer correctly in order to pass? Can you bring a calculator? What if I'm not familiar with all the equipment used in the industry? These are all common questions and concerns, and hopefully this meeting will answer them and inspire your confidence in taking this exam. We will go over the basic requirements of the test, helpful hints in taking tests and have a study session with sample questions from those that have successfully survived the process. We also will recommend specific books and manuals to use in your preparation. If you are considering taking the test, this meeting is for you. If you have already taken the test, this is an opportunity for you to help other members with your experience.

If you have already taken the test and will be unable to attend, take a minute and think about some of the things that you remember from the test. What did you use as study materials? What specific questions do you remember from the test? and call either Frank Larson,

(Continued on page 8)

METAL FRAMES ART



Williamson Moulding Archive Mattboard
 Clark Moulding Foamcore
 Burnich & Designer Moulding

6010 EAST ALKI WAREHOUSE #5 SPOKANE, WA 99212
 PHONE 800 344-7329 509 535-3440
 FAX 800 344-5003 509 353-3466



WDA Washington

Joyeness Moulding Co.

Complete moulding and framing supplies.

SALES REPS
 PORTLAND Jim McCarthy
 SEATTLE Carrie Borchers
 Seattle Ware house 206 292 9664
 2928- 4TH AVE. S. 1 800 423 6287
 Fax 624 9343

WDA FRAMING SCHOOL

SEATTLE, WA 98133



THE ART DOCTOR

Restoration of Oil Paintings, Japanese Screens,
 Art on Paper, Art Objects

NANCY G. WHITE (206) 783-9160
 Restorer By Appointment

Hartung Glass isn't just glass, now it's also acrylics!

Hartung now offers picture framers a complete line of acrylics, including:

- Clear
- Non-glare
- UV protected clear
- UV protected Non-glare

Your jobs will be on time because Hartung has *next day delivery* from Everett to Tacoma.
 Hartung has the largest inventory of glass sizes in the Northwest,
 both boxes and pallets.

Call Hartung now and see for yourself why picture framers like you have been
 coming to Hartung for 20 years.

HARTUNG
 GLASS INDUSTRIES

17830 West Valley Highway, Seattle, Washington 98188
 Phone:(206)656-2626 or (800)552-2227



FRAMERS' INVENTORY

Specializing in the Fine Art of Service.

We've Grown!

Wood Moulding

Arquati	Framers' Inventory
Bay	LaMarche
Burnich	Senelar
Clark Wood	Williamson

Metal Mouldings

Clark	Nielsen
-------	---------

Matboard

Bainbridge	Crescent	Miller
------------	----------	--------

**C&H and Fletcher Framing Equipment.
Seal Products Mounting Equipment.**

Free weekly delivery - Pudget Sound Area

Local sales representative:

Rosalind Hopkins (206)324-1072

5000 SE 18th Ave., Portland, OR 97202

Toll Free # 1(800)543-2467

Crystal Chip Mirror Products

Textured Mirrors and Picture Frame Glass

Oval, tri-oval and collage picture glass formats are available in a variety of sizes. Mirror and picture glass colors include silver, blue, bronze, and our new peach color.

Thompson Enterprises Inc.
P.O. Box 98420, Tacoma WA 98498-0420
Phone: (206) 581-9850 • FAX: (206) 581-9881

FOR MORE PROFIT, TAKE A REAL CLOSE LOOK.

Specify Image Perfect™-RR, a non-glare glass one-third the price of Denglas™

It eliminates reflection. Gives artwork the clarity it merits. And provides you with the kind of profit margin you deserve.

NWI is the exclusive Pacific Northwest distributor for Image Perfect-RR and stocks

all commonly used sizes up to 40" x 60."

We're also a full-line distributor of Tru-Vue™ picture glass products.

Call today. Get fast action delivery from your one-stop, full service picture glass distributor with a 200,000 sq. ft. Seattle manufacturing facility.

You need it. We provide it. Fast.



QUALITY FABRICATED
GLASS PRODUCTS

2500 West Jameson, Seattle, WA 98199 • 206 285-3140 • Fax 206-285-3603 • Watts 800-426-2771

EQUIPMENT FOR SALE:

- ◆ JOINER - Cassese 810 serial \$4,200
- ◆ JUN AIR Compressor \$800
- ◆ 500 TX Masterpiece Heat Press \$1,700
- ◆ C&H Oval Mat Cutter \$1,000
- ◆ C&H G 60 Combo Cutter \$900
- ◆ 50 Panel Display Unit/100 views \$900
- ◆ Show off V. Landscape \$500
- ◆ Super Show Bin Oversize \$200
- ◆ Airtose Reel & Hose \$175
- ◆ Cash Register \$125

Joining Counter-Framing Counter
 Design Counters-Cash Wrap
 Ladders
 Oval Cutter Counter
 Catalog Counter

CONTACT Sharon Lendman (206) 878-3343

Officers

PRESIDENT
 Frank Larson, CPF
 Art Works N.W.
 828-7500

VICE PRESIDENT
 Mike McPherson
 Nurre Caxton
 1-800-855-1942

TREASURER
 Nadine Karr, CPF
 Magnolia Fine Arts
 283-3338

SECRETARY
 Jeff Schuffman
 Studio Moulding
 223-1810

Board

John Ferens, CPF
 Ferensoft
 323-5115

Ron Norton
 Frame Design N.W.
 392-9727

Joe Garitone, CPF
 Larson-Juhl
 433-1617

Barbara Mercer
 Edmonds Frame
 Design
 771-6520

NEWSLETTER
 Jodi Norton, CPF
 Frame Design N.W.

BUSINESS FOR SALE:

Picture Frame Business for sale. Attractive, easy access, high traffic & excellent location. 6 years in business, fully equipped, inventory & good will. Excellent potential. Owner retiring. Principals Only. Call (206) 746-0155 (12/93)

FOR SALE:

- ◆ Puma Air Compressor and Euro Underpinner \$850.00
- ◆ ERC Cash Register \$75.00
- ◆ Spinning Card Rack \$20.00
- ◆ Three Paper Rollers (32" & 36") \$20.00 EA

For more information Contact Janice or Sandi at
 WATERS EDGE GALLERY & FRAMERY
 (206) 858-7449

CLASSIFIED ADS ARE FREE TO EPFG MEMBERS.

CONTACT JODI NORTON AT FRAME DESIGN
 NORTHWEST (206) 392-9727 OR SEND YOUR
 COPY TO:

1420 N.W. GILMAN BLVD-ISSAQUAH, WA 98027
 OR

FAX (206) 392-2422 ATTN: EPFG

PLEASE HAVE YOUR AD TO THE NEWSLETTER
 BY THE 15TH OF THE MONTH PRIOR TO TO
 MONTH YOU WISH YOUR AD TO RUN

RECYCLE YOUR GLASS!

For a nominal fee, we will pick up and dispose
 of your glass.

Contact your **Environmentaly Aware Guy**
 Jason Karr
 at
 Magnolia Fine Arts
 (206) 283-3338

NURRE CAXTON MOULDING

MIKE MACPHERSON
Sales Representative

Nurre Caxton
Seattle, Washington
800-255-1942
305-741-4626 (fax)



LARSON · JUHL

Your Source For Quality Picture Framing Supplies

Order Desk

Other Services

LOCAL

(206)433-6002

(206)433-1617

LONG DISTANCE

800-627-1500

800-627-0362

FAX

(206)433-2805



(800) 225-7789
(510) 489-9199
Fax (510) 489-9198

30441 WHIPPLE RD UNION CITY CA 94597

- 5 chops: 5% Discount + Free Freight
- 10 chops: 10% Discount + Free Freight
- Routing Service
- Length: Quantity Discount Available

User Friendly!

*Software worth getting
a computer for...*

FRAMESHOP™ created by "Computer Ease"
columnist John Ferens, CPF.

- Does frame and gallery pricing, inventory
and much more. See why people are
switching to FrameShop! 206-323-5115.



MAY MEETING

(Continued from page 4)

Joe Garitone or Jodi Norton so that we can include your information in this program.

Attaining the CPF designation is worth the time and effort that is required, not only will the preparations for the test enhance your skills and knowledge of framing, but it will reinforce the public's perception of your commitment to this industry and the quality of workmanship that is expected.

For directions to Larson-Juhl call 1-800-627-0362 or (206) 433-1617 for information.

CONGRATULATIONS

TO

LARSON-JUHL

WINNERS OF THE EVERGREEN PICTURE FRAMER'S GUILD

VENDOR SERVICE AWARD OF EXCELLENCE

Thanks for your outstanding efforts
in supporting the EPFG Chapter

THE LIMITED EDITION

THE LIMITED EDITION is a column for and about you, your staff and vendors. A chance to tell us about your personal and professional accomplishments and messages (new cpfs, new employees, newspaper or magazine features, shows, new babies, promotions, college degrees, get well messages, etc.). If you have an item that you would like to have included in this column, call Jodi Norton at Frame Design N.W. or contact any member of the Board.

CONGRATULATIONS!

To all the award recipients at the April Banquet. To **Allan Lamb, Helen Kane, Jerry Wildman, and Paul Miller** for their outstanding efforts in guiding this chapter. To **Larson-Juhl** for receiving the first ever Vendor Service Award of Excellence. To the winners in the Print Framing Competition: **Kiyoshi Toda of Accent on Framing, Donald Jones of Alpine Art, Shelley Bedsaul of The Frame Dame/Blue Heron Gallery, Carl Swanson of VanGo Custom Framing** and to **Linda Ellis-Watson & Jodi Norton of Frame Design N.W.**

ARTIST SHOWING

Donald Jones, CPF of Alpine Art in Northbend and recent competition winner will be featured in show at **Art Mavens**, a new gallery in Pioneer Square. Jones' figurative images are derived from flashes of inspiration that usually come to him as he is going to sleep or driving. Donald's paintings utilize vivid colors and feature figures and tableaus not seen in the everyday world. The show opens May 5th with a reception from 5:00 p.m. to 9:00 p.m.. Art Mavens is located at 416 Occidental Avenue South, Second Floor, Seattle.

EDITOR'S NOTE:

I apologize for the delay in receiving this issue of the newsletter. I recently returned from vacation, and have found it very difficult to re-enter the real world of deadlines and decisions that are more involved than, "should I sit at the beach or the pool?". I should be back on track for the next (June) issue. Thanks.

YOU WANT IT! WE'VE GOT IT!

NATIONAL GLASS IND., INC. inventories the widest and most complete variety of picture framing glass and size selection in the states of Washington and Oregon.

WE ARE THE FULL LINE DISTRIBUTOR FOR:

TRU-VUE, SANDEL, IMAGE PERFECT AND DENGLAS

FOAM-X foam board is our newest addition to the product line and is available in both regular and acid-free in the more popular sizes.

NATIONAL GLASS *specializes* in the products you need to make your business **SUCCEED**, whether it is glass, plexiglass, custom beveled mirrors, and now Foam-X. We welcome your calls and invite you to allow us the privilege of serving you.



NATIONAL GLASS INDUSTRIES, INC.
17030 Woodinville-Redmond Road, Woodinville, Wa. 98072
(206) 488-8126 (800) 521-7061 Fax (206) 488-3712

January	February	March	April
May	June	July	August
May 10th - EPFG Chapter Meeting CPF update & study session ART & FRAMING SHOWCASE-San Francisco May 20-22		PPFA ART & FRAMING SHOWCASE '94 CHICAGO, IL JULY 29 - 31	ABC SHOW WASHINGTON STATE TRADE & CONVENTION CENTER CPF TEST
September	October	November	December

EVERGREEN PICTURE FRAMER'S GUILD
C/O JODI NORTON
FRAME DESIGN NORTHWEST
1120 N.W. GILMAN BLVD #3
ISSAQUAH, WA 98027
ADDRESS CORRECTION REQUESTED



PRINTED ON RECYCLED PAPER