

QUILTERS' JOURNAL

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NO. 20



Bonnie Leman



BONNIE LEMAN

by Joyce Gross

*Mrs Leman is a rather shy, unassuming and private person, who rarely ventures into the public side of quilts, preferring to tend to her family and the publishing of "the best magazine there is or ever was for the quilt hobbyist."**

The JOURNAL is pleased to present the other side of Bonnie Leman, based on a personal interview of July 27, 1982, after the Colorado Quilt '82 Symposium.

Bonnie Leman is a name familiar to most quilt lovers. She has been editor of the QUILTERS'S NEWSLETTER since she launched it in 1969. Through the years she has molded the little magazine into the largest and most influential of the quilt publications, and incidentally, has helped shape our quilt world.

QUTLTER'S NEWSLETTER ISSUE #3 Jan '70

Bonnie Lee Hale was born Sept 28, 1926 in Perdon, Missouri, a small town of 303 population. She and her younger brother Roy lived with their parents, Laura Davis and Rex Hale in a home on a large lot in town. It wasn't considered a farm but they did occasionally keep chickens and turkeys. Her grandparents lived nearby and an aunt and uncle had a farm in the country where she spent considerable time.

Their school house was small - only 6 rooms as Mrs Leman recalls it - attended by all the children, kindergarten through 8th grade. Bonnie skipped the second grade as she was a very good student.

She kept a diary as a girl but admitted she had 'recently pitched it out because (she) couldn't believe the stuff written in it."

There was no library in the small town but her father who was the pharmacist had lots of books. Bonnie loved to read anything and everything - preferring to learn from a book rather than the spoken word. To this day she always reads before going to sleep.

Tuesday was the night movies came to Perdon. Everyone in town turned out to sit on the long wooden benches in the big hall.

Sports were also important in the small town. Bonnie was good at sports, especially ping-pong. She was once the town ping-pong champion! Recently when she was playing ping-pong with one of her children she slipped and broke her arm. It was her left arm which hasn't completely healed, but she can and does still play.

When she graduated from high school she was chosen valedictorian of her class, a dubious honor which carried with it the duty of making a speech at graduation. It was an experience she didn't like because she was shy and her friends made fun of the honor. She memorized her speech letter perfect for the event but now has forgotten even the title. This little incident may well account for her lack of enthusiasm for public speaking.

After high school she went to College Park to major in Home Economics. It was a small college about 125 miles from home where she could work for part of her tuition. She hadn't been there long when she decided to transfer to Iowa State and change her major to Technical Journalism. That college seemed "too big and scary" to her so she transferred back to her more

*EDNA PARIS FORD, Louisville, Kentucky
(Fob 17, 1917 - June 26, 1982)*

Edna Paris Ford, author, quilt pattern researcher, quiltmaker and quilt designer, died June 25, 1982 at her home in Louisville, Kentucky. Edna Ford co-authored with Barbara Bannister the UNITED STATE PATCHWORK PATTERN BOOK and STATE CAPITOLS QUILT BLOCKS. Her quilt articles appeared in the Tower Press periodicals, QUILT WORLD, QUILT WORLD O4NIBOOK and QUILT WORLD OMNIBOOK ANNUAL. Edna Ford's research centered on unearthing rare old quilt patterns from obscure sources, with careful documentation. She was recognized by her peers as one of the foremost authorities on quilt patterns in the United States.

--Cuesta Benberry



comfortable "big frog in a little puddle" environment. There were only 700 students in the college, plus the navy service men enrolled in the V12 program. She graduated in 1947 at the age of 19, having gone through college in three years.

After college Bonnie had no burning ambition for a career so she decided to teach school. Even without a certificate to teach she received a position in Shannon City, Iowa to teach Home Economics and English in high school. She enrolled in a correspondence course and received her certificate while teaching in the classroom. She enjoyed the position but the next year went to Abilene Kansas to teach Home Economics in the junior high.

In this school the students were quite different from those in Shannon. Maybe she was too young and inexperienced, but she decided after a very few months she was "just not a junior high teacher."

At the end of the semester she talked her brother Roy into going to Denver for the summer where she supported herself with a job as a waitress (she received more than her share of tips.) Both of the young people fell in love with the city.

Soon she tired of that job and decided she wanted to be a secretary. There was the

slight problem of not knowing shorthand, but that was easily overcome by going to the Denver Public Library and taking out some shorthand books. Soon she had taught herself shorthand. Bonnie maintains that the answers to all questions are in the Denver Public Library. Armed with her new shorthand skills she got a job with an electrical manufacturing company. By the time she left the company Bonnie had advanced to production manager.

During this period Bonnie and Roy shared an apartment. They still loved Denver, so when their father sold his pharmacy and retired they persuaded their parents to come to Denver.

Next Bonnie became intrigued with the thought of going to Washington D.C. She traveled to the big city, moved in with her college chum, obtained a secretarial job in the National Academy of Sciences and found the social life of a single woman in Washington was "interesting". It was there she began to think about writing as a career.

Back in Denver, Mr Hale bought a motel because he was not enjoying retirement. Bonnie's parents wanted her back home so she returned. She found a position as a legal secretary (I asked her if there was

not more to being a legal secretary than typing and shorthand - she had taken a book out of the library, studied it and everything had worked out just fine.) She Worked two or three years at that job before deciding to make another move.

This time she went to Denver University to get a teaching certificate. In order to earn enough money to attend school she helped doctoral students do research and typed their theses.

In 1954 while attending Denver University she met her future husband George. In November of the same year they were married while they were finishing school. They both taught for some time. Mr Leman has a Master's Degree in Special Education which he received from Smith College. He was one of the first men to attend that previously all-woman college.

After college they moved back to Denver where Mrs Leman had three daughters in rapid succession. She turned to writing to supplement their income so she could stay home with her children. When she didn't know how to go about selling articles to magazines, what did she do? She went back to the Denver Library! She taught herself with the help of numerous books, to write for publication. She wrote "self help" and "do it yourself" articles, sticking to it until magazines such as PARENTS began accepting her articles.

When her fifth child David was born, she went back to substitute teaching 2 or 3 days a week but again decided very quickly she "was not supposed to be a teacher." She really wanted to be home with her children.

In the '60's a teacher's salary didn't go very far and the Leman family needed more money. They discussed ways of augmenting Mr Leman's salary, but it wasn't until the family was on a trip to Carlsbad in their '63 VW bus that they came up with the idea of buying cheap Mexican items in Mexico and selling them in the U.S. They abandoned this venture before long.

About this time Mrs Leman's mother died leaving among her belongings a package of 68 KCS patterns. She had been too busy taking care of the family and helping her husband in the pharmacy to make a quilt, but evidently she had saved those patterns for the day she would have the time. Mrs Leman realized then her mother had probably always wanted to make a quilt.

Mrs Leman had a quilting heritage. Her Aunt Mae always had her quilt frames set up with a quilt in them and many of the other Perdon women were quiltmakers. She was used to quilts and quilt-talk.

With the quilt patterns Mrs Leman had inherited and a hectograph machine Mr Leman had access to where he taught school, they decided to go into the quilt pattern business. They called it Heirloom Plastics Quilt Patterns.

Their first ad announced that customers could purchase a list of patterns for 25¢ or a whole group of patterns for \$13. The ad cost \$5 and appeared in CAPPER'S WEEKLY. Mrs Leman was excited when the mail immediately brought \$13 for the group of patterns. She invested another \$5 and another \$5 and another. They were soon advertising in other farm publications. Business was booming.

In 1969 someone sent Mrs Leman a very small hectographed quilt publication. She thought she could publish a better magazine for quilters.

The QUILTER'S NEWSLETTER first edition of 5,000 copies was printed by the SENTINAL newspaper chain. It arrived from the printers on Sept 21, 1969, the same day the Leman's youngest son Matthew was born.

It is a real tribute to Mrs Leman that she so successfully filled a void for quilters that all 5,000 copies were sold by the time the 4th issue was published.

Mrs Leman had some questions about the publishing business so she took her accustomed trail to the Public Library to find out how to run a magazine.

Back in those days she had a Royal portable typewriter. Each article had to be typed twice absolutely perfectly so as to get it dark enough to produce. She laughs now when she remembers she didn't even know enough to get correcting fluid. This year she celebrated and bought a new typewriter - an Olivetti electronic.

Mrs Leman has always received mail from readers whom she credits with "great contributions of leads, suggestions and photographs". She early realized that she and QN had discovered "the hard core quilters" who could and would help.

Her personal flavor to "The Needle's Eye" brought many letters. Though she still reads every one, it bothers her that she no longer has the time to answer them individually.

From the first issue the magazine was a family project with the office in the basement of the family home. Mary, who was about 12 when QN began, helped with the drawings and Megan filled orders. Mrs Leman puts it, "Mary and I worked together on the

patterns at first. I had the idea and some way conveyed it to her. Sometimes I sketched it out, but I'm no artist, that's for sure. Mostly Mary was sort of a mind reader. Now of course she is doing more and more on her own.'

Beverly Vigil was one of the early staff. She now works on subscriptions. Another early employee was Nancy Scanland, who helped fill orders. She is now in the mail order dept. The staff now numbers 25.

By 1974 George Leman had joined the staff on a full time basis. He had always helped, but it became too much for him to do the work at QN and continue to teach school. It seemed logical that he choose the magazine.

Just before Mr Leman quit teaching he found a big house in Arvada for the family where they still live. For several years they ran the NEWSLETTER from there, but eventually they wanted to add a room. When the building inspector came he thought they would have 'walk-ins' and gave them a firm 'no' to their plans. They were forced to move the office over the weekend. Now the character of Mrs Leman's work changed. She could no longer be at home with the children, so the office had to include a nursery for Matthew.

One day Bonnie made an off-hand remark to her husband, "Wouldn't it be nice to have a store to display the things we have to sell?" No sooner said than George had it done. In Sept 1973 Quilts and Other Comforts opened its doors. Bernice Fair was manager of the store for most of the time the Lemans owned it. Emily and Megan worked there.

June Ryker said, "When I was working in Quilts and Other Comforts, we had many many visitors who were subscribers to the QN. Each and every one of them wanted to meet Bonnie, talk and visit with her. Each one felt Bonnie wanted them to do just that. Of course it wasn't possible with the schedule Mrs Leman had to keep." The store was sold to Bernice Fair in 1978.

Mrs Lerlian felt that the opening of the store had a major effect on the outcome of QN. She says, "Because of its accessibility more quilters came in and we were exposed to many more quilts and quilters as well as comments and suggestions than ever before. In some ways it was a distraction and it was hard to work with the constant interruptions, but it certainly broadened our horizons."

The QUILTMOBILE started touring in 1975 to celebrate the Bicentennial. It "would carry some exceptional antique and contemporary quilts, present a slide show of notable quilts, and offer quilting demonstrations and lessons.*

Scheduling three major trips plus several short ones involved a tremendous amount of energy and work. Though it was not supposed to make money, it was not supposed to be the real money loser it turned out to be. The worst part was when Mr Leman drove it, he would be gone a month at a time.

Mrs Leman commented on July 1975 when the QN was first published in four colors, "It was difficult. I knew nothing about the pitfalls or difficulties of color and it seemed I didn't have time to learn about them before I was in the middle of printing."

They saw they were going to need more space so again Mr Leman went looking for a building. He found land instead and they built the present Leman Publication building.



It is a lovely two-story, modern, clean white building. As one enters the front door there is the feeling of space, airiness, and no-nonsense. Mrs Leman's office is on the right of the reception room and Mr Leman's is on the left. Both have glass walls to the reception room, though doors to their offices are from a hall behind the receptionist.

Mrs Leman's office is large with above head-level windows which let in lots of light. One wall is covered with shelves filled with well-used books on every kind of needlework as well as quilting. There are books on counted cross stitch, embroidery, rug making as well as the standard PLAIN & FANCY, HOW TO EMBROIDER, EARLY AMERICAN DESIGN MOTIFS and NEEDLEPOINT MADE EASY.

cont on pg 20
QUILTER'S NEWSLETTER ISSUE 67 May '75

QUILTER'S NEWSLETTER

by Joyce Gross



Ten times a year, *QUILTER'S NEWSLETTER* is delivered to 140,000 homes where it is eagerly awaited and the contents quickly devoured. Each of us quilt lovers throughout the world rely on the magazine to keep us in touch with each other and the rest of the quilt world. None of us, whether we are pattern collectors, quilt celebrities on the lecture circuit, authors, quilters, quilt collectors or historians could do without it. But there was a time - not so long ago - when there was no *QUILTER'S NEWSLETTER*.

Before *QUILTER'S NEWSLETTER* came on the scene, there was only a few isolated quilt groups, there were no such things as a quilt symposium or conference, quilt exhibits were few and far between, and "quilter" conjured up the picture of a church quilting group or a little old lady who had nothing else to do.

Now there are thousands of quilt clubs, guilds and associations (some with memberships over 500) and even some state-wide organizations. Quilt symposia, conferences, or seminars are held in all parts of the country with some quilt lovers attending all of them. There are many people who can and do make their living in quilt related activities. There are so many books and pamphlets, both from major publishers and self-published, that no one store can stock them all. We have six or eight magazines

devoted to quilt matters but still *QUILTER'S NEWSLETTER*, known affectionately as "QNM" is queen of them all.

Lest we forget the importance of *QNM* in this so-called "quilt revival" the *JOURNAL* is printing this synopsis in the belief it will help put recent quilt history in perspective.

In September, 1969 two important events occurred in the Leman household. The youngest child, Matthew and *QUILTER'S NEWSLETTER* both appeared.

QN was a little publication - only 16 pages including the 8 page Heirloom Plastics catalog, the Leman-owned mail order quilt pattern business. The only name on the masthead was "Bonnie Leman, Editor". The magazine cost 35¢ for a single issue and \$1.75 for a six months subscription.

The cover on the first issue was a strip of simulated patchwork with *QUILTER'S NEWSLETTER* boldly lettered in white. Underneath it was a photo of an appliqued, quilted pillow.

Even in the first issue there was something for everyone interested in quilting: articles on "Old Time Quilting", "Modern Quilting", "Embroidery", "Mother's Kitchen Diary" with some recipes, a classified ad section, "Just-for-Fun-Quilt-Quiz", "Pattern Collector's Exchange" (it ran with a heading, "Ladies, here is your chance to exchange patterns with other collectors all over the United States and Canada"), "Top Tips" (where readers were encouraged to "share ... favorite quilting hints with us." and promised free patterns worth \$1 if printed), and "Grandma's Corner" where Mrs Garnett Leonard would be sharing quilting experiences with readers.

In addition, a QN sponsored quilt contest was advertised. Contestants were to use only a square, one-half circle and a triangle of the published size. 1st prize would be \$10 in value of patterns or merchandise and five 2nd prizes would win \$2 in value of patterns or merchandise. In addition came the promise, "A new and different kind of contest will be announced in every issue of the magazine."

Mrs Leman wrote in the first editorial, "The Needle's Eye", "Geography prevents us from having a real old-fashioned quilting bee, but we can all get together through this magazine, chat and exchange our ideas and news in a modern quilting bee." She asked for ideas and suggestions and help in nurturing the new magazine along. That philosophy has continued and the involvement of the loyal and enthusiastic subscribers has been a keynote to the magazine's success.

Cuesta Benberry, a leading quilt historian says, "QUILTER'S NEWSLETTER provides for all facets of the quilt community and a forum for every point of view."

The address for the first issue was listed as 2605 Reed Ct, Denver Colorado.

All this and more promised next month! Subscriptions came in immediately and have continued in a steady stream ever since.

ISSUE #2 Dec '69 - QN was a family project and Mrs Leman's husband, George, now appeared on the masthead as "Publisher". Mary, (#2 child) illustrated "Patchwork Apparel" article. Notices like "We would appreciate your sharing ..." and "Send us news items about your projects and activities kept the readers involved. The classified section carried ads for "Leman's Millionaire Pie" and George Leman's "Toy gun made of wood" pattern and instructions for 25¢.

ISSUE #3 Jan '70 - A full quilt, unidentified, was pictured on the cover. In "The Needle's Eye", Mrs Leman told her readers of her New Year's resolution ... "to do my best to make QUILTER'S NEWSLETTER the best magazine there is or ever was for quilt hobbyist ... to have something for new quilters as well as experienced quilters in every issue ... to consider every one of your ideas and suggestions ... to in-

clude as many as possible in the magazine." The third contest was to design an applique block with an original and unusual frame.

ISSUE #4 Feb '70 - The 5,000 printed copies of the first 3 issues were out of stock.

ISSUE #6 - Changed the address to Box 394, Wheatridge CO. A reader wrote, "Please devote some space to a 'Complete Guide to a Successful Club.'" Mrs Leman replied, "I hope all of you who can will write us with answers. Let's all help quilt clubs to get started."

ISSUE #7 - Announcement of 1st contest winners. The ladies of Denver Ward #7 Mormon Church choose Mrs Wm Turley of Henderson KY as the first prize winner.

ISSUE #8 - The price was increased to 40¢ per issue and 75¢ for the double issue. A year's subscription cost \$4. In "The Needle's Eye", "Your letters make one thing clear - you want me to drop Mother's Kitchen Diary and Recipe Exchange and use that space for quilts." "Sunbonnet Sue", a modernized Leman version, appeared. Patterns for the conventional "Sue" were sketched at the bottom of the page with the price from Heirloom Plastics. Mrs Theo Edson took up "Grandma's Corner", a very popular feature for which she won many prizes through the years.

ISSUES #9 & 10 were combined for the first time. In "The Needle's Eye", Mrs Leman raises the question what is a "modern quilt" and asks for help from the readers in setting up a definition. Began advertising 3 year subscriptions for \$9.

ISSUE #11 - In "The Quilting Bee", "May I tell you about a fascinating and unusual quilt... It was a centennial project for Canada's birthday in 1967 - a map of the town with streets, grass, schools, churches and manufacturing plants all appliqued in color." .., a plan to organize pattern collection.

ISSUE #14 - Introduction of Christmas Memory Quilt 1970. Mrs Leman wrote, "When I was a child, my mother made me a quilt that I slept with only during the Christmas season. Until the middle of December it was stored on a special shelf with sachet tucked inside. The ceremony of taking the quilt down from the shelf, smelling its fragrance, and putting it on my bed was an event I looked forward to with great impatience. The first night I was allowed to sleep under that quilt signaled the start of Christmas." In "The Needle's Eye", Mrs Leman wrote, "As a tangible way

cont on pg 16



Matthew Leman age 6 weeks

Quilter's Newsletter *cont from pg 4*

of saying 'Thank you' and 'Merry Christmas', I have designed an original quilt pattern called 'Christmas Memory '70' which we would like all of our regular subscribers to have as a Christmas gift." In "The Quilting Bee" someone wrote, "In 5 1/2 years the US will celebrate its second 100 years birthday and it would be challenging to start a contest to celebrate our centennial."

ISSUE #15 - Beginning of series, Quilt of Many Stars.

ISSUE #16 Feb '71 - This was the only issue printed on yellow paper. Quilt lovers met Ernest Haight of David City, Neb. He is a remarkable quiltmaker; when some of us met him in person at the Lincoln Symposium we felt we were old friends. Mary Conroy wrote in "The Quilting Bee" she had made 6 quilts since she started "six years ago." Mr Haight began his two part article on "How to Quilt on a Sewing Machine."

ISSUE #19 May '71 - In "The Needle's Eye" Mrs Leman wrote, "We are using a new style of type which is slightly smaller and which allows us to get more words per page." Classified ads were only 5¢ a word to subscribers. There was an ad from "Quilts, 2605 Reed Ct Denver" (QN's address in their masthead for the 1st issues) "Wanted to rent - quilts for Photographing. Would you like to see a photo of your quilt in the new book about quilts? We need the following: Biscuit Quilt, Nylon Puff Quilt, Shadow Quilt." In "What's New in Quilting" Two different items proclaiming that patchwork was important in fashion.

ISSUE #20 - 1st of two-part article with photos of quilts by Mary K Borkowski. Announced "What's New in Quilting" column. "This column is a regular monthly feature in which we try to keep you up to date on happenings in the quilt world... Remember we pay \$1 for newspaper clippings we can use..." Price change to 50¢ per single issue, 75¢ double issue, One year subscription \$4.25 and reprint of 1, 2 & 3 \$1.25.

ISSUE #21/22 July '71 - Bibliography of quilt books for collectors. In "The Quilting Bee", "You are right about this -quilting does bring people together. A group of ladies in our area have decided to form a new quilter's and craft's club. We have 9 charter members and plan on increasing it as the ladies desire to join. An article about "Join the QN Booster Club, a plan for subscribers to sell four new subscriptions and keep the money for one.

Members would receive a limited edition collectors original pattern which was available only to QN Booster Club members. Added "and News" to read "What's New--and News--in Quilting."

ISSUE #23 - Cover photo of Bird Quilt by Vera Grutter and the beginning of a new Bird quilt series designed by her. In "What's New..." announcement of Gail and Jonathon Holstein quilt exhibit at the Whitney Museum of American Art in NY, Joel and Kate Kopp's "American Hurrah" shop and the Kutztown Fair. In "The Needle's Eye" was a note, Don't forget to write if we can help you."

ISSUE # 24 Oct '71 - The cover and inside article about Bertha Stenge with an announcement that some of her quilts were for sale. Mrs Leman was "happy to welcome Mary Conroy... (who will) be on the lookout for quilting news in any country she visits." Mrs Conroy wrote an article, "Canadian Quilting Capers". In "What's New... "The children of East Corinth School (Vt)... made a quilt to celebrate the town's birthday. On the white squares the children drew pictures on bright colors to show places in the town that are of historic and cultural interest..." "...John V Lindsay, Mayor of Fun City, was photographed wearing a patchwork dinner jacket."

ISSUE #25 Nov '71 - continued Christmas memory quilt block tradition. In "What's New...", "...our Quilting Society made a commemorative quilt depicting a good likeness of the court house. Chances were sold .500 was collected," An announcement of

HEIRLOOM TO HEIRLOOM QUILTERS' CONFERENCE '83 will be held July 6-8, 1983 in Ames, Iowa. In addition to the conference there will be three quilt exhibits - a contemporary, a traditional and an historical exhibits of quilts to be held June 15-24.

The exhibit and conference are sponsored by the Brunnier Gallery, Cooperative extension, The College of Design and the Memorial University of the Iowa State University. Partial support from the Iowa Arts Council and the Ames Community Arts Council

The purpose is to provide an opportunity to explore current issues, conscience and development in regard to the art of quilting, quilters and quilt collectors. Emphasis is through lectures, work shops, seminars and study areas. For further info: Write Lynette Pohlman, Brunnier Gallery & Museum, Sche-man Bldg, Iowa State Center, Ames Iowa 50011



"an important quilt show at the Baltimore Museum of Art... Presentation, Scripture, Brides' etc will be represented."

ISSUE #28 Feb 72 - In "What's New..." "Quilting is one of the folk crafts under study by Mrs Sachiye Jones at the Univ of Oregon under a grant from the Nat'l Endowment for the Humanities ...(she)receives a stipend... to travel all over the state to talk to artisans... "including quiltmakers.

ISSUE #29 - In "The Needle's Eye" Mrs Leman wrote, "I would like to give a warm welcome to... our circle of quilt-loving friends (which) has grown considerably in the last couple of months... (it) includes quilters in all 50 states, Mexico, England and the Channel Islands, Puerto Rico, Australia & Canada."

ISSUE #30 Apr '72 - In "The Needle's Eye", "I hope you like the modern look of the cover this month... The cover photo was "Modern String Quilt. This same quilt is pictured in color on the cover of the book Quick and Easy Quilting by Bonnie Leman..." In "What's New..." the announcement of the puzzle (which is) a reproduction of the famous Emiline Dean quilt put out by a division of Hallmark Cards. An item... the Tract Handicraft Industries, a cooperative built on the skills of the white and Indian population of Sisseton, S D area "who would be producing quilts," etc. Under "Quilt Club Notices," a caption "Send us your name and address if you want

to get a club started in your area." Articles "Funny Fogel 's Farm" by Mary Conroy, "The Comforter" by Lucy Woodward and "Connor Prairie Days" by Jean Schmidt.

ISSUE #31 - In "Quilter's Queries" a request for places to see quilts. The "ed note"... "I have started compiling a list of places to see quilts--but I need the help of quilters in other parts of the country. Please write me, won't you, if you know of any place in your area where quilts are on display" In "What's New...", "Classroom quilting bees are becoming more and more popular." Article about Joel & Kate Kopp, proprietors of America Hurrah. Last of the Bird Quilt series. In "The Needle's Eye" "...we have been discussing ... quilts in stores are quite often priced at a minimum of \$100. sometimes quite a bit higher... I wonder if quiltmakers shouldn't be asking more than they often do"

ISSUE #32 - A new column "Places to See Quilts". In "The Needle's Eye" a note about a "great little quilt book AMERICAN QUILTS published by the Art Institute of Chicago ...50¢ incl postage." Mary Ghormley of Lincoln, Neb wanted to start, or join a quilt club in "Quilt Club Notices". Jean Ray Laury had ad in Classified for doilies & unquilted tops.

ISSUE #33 - In "The Needle's Eye" a notice they would publish every month instead of the usual double issue in July/Aug. Note the magazine was late because of a fire at the printers. Mary Conroy wrote "Ontario Mennonite Relief Auction". An item from a newspaper about a 100 year old, Long Island quilting group with some members third generation quilters.

ISSUE #34 - In "The Needle's Eye" a follow up report on hand quilting prices. (See Issue #31) Mrs Leman reported that from the response, most quilters felt the minimum charge for quilting an average quilt should be \$50. with binding, marking, etc extra. Several methods of computing charges were put forth; some charged by the sq" or sq' of the quilt size, with 3-4¢ per sq" to \$2 per sq'. Some charged by the spools of thread used, the charge averaged \$12.50 per spool. She noted QN would "be glad to publish any constructive suggestions for simplifying and standardizing pricing."

This issue completes 3 years of publishing. It had been my hope to do a synopsis of the complete set of the QNM but it turned out to be too large a task. If there is interest, I will do other segments.



The Lemman family pose for a family portrait on Megan's wedding day.

Several walls are covered with all of the QN covers, each displayed in a narrow silver frame.

When we toured the plant during the Denver symposium, quilts from the Lemman collection were hung on the top floor. The collection includes some inherited from Mrs Leman's Aunt Mae.

Everyone around Mrs Leman agrees she is devoted to her family. No matter how busy she gets at the office she always has time for them, e.g. she left early on Andy's birthday to fix a special dinner for the occasion. She also tries to take off an afternoon a week to play with her grandson Jerome.

The NEWSLETTER is still very much a family affair. Megan works in the accounting dept in addition to being a wife and the mother of Jerome who appeared on the cover of the Oct '81 QN in the same red wagon his Uncle Matthew appeared in on the cover of the Sept '73 issue.

Mary went away to college but soon returned because she wanted to come home to work. She is now in charge of all the technical and production aspects of both magazines and her mother's right hand woman.

Emilie works in the Mail Order Dept and helps with the art work. Georgianne works in the Advertising Dept. David just graduated from high school, is in training in the Art dept, and is a general helper. Andy is studying photography and journalism. He put up the quilts for the symposium tours to enjoy. Matthew is in the 8th grade and works where needed.

Advertisers in the NEWSLETTER early realized the power of ads placed with the magazine.

Lately they have had to wait for space. In an effort to alleviate the problem, the Lemmans began publishing another magazine THE QUILTMAKER. It is primarily patterns, both original and traditional. Now it is so successful the advertisers wait for space in both magazines!

Bonnie Leman sums it up, "The NEWSLETTER is a meeting place and a forum where we have grown up together.

"From the beginning I saw QN as a black and white publication - a newsletter all about quilting. Now it's grown--we use full color and it is running 48 pages more and more frequently. One of the biggest changes is in the show listings. Currently we are listing 70 shows.

"Where are we going? I think new people will continue to come into quilting but not in the numbers they did in the '70s.

On the last night of Quilt Colorado '82 symposium, the committee presented Bonnie Leman with a plaque in appreciation of her work in the quilt world. It was presented by June Ryker, coordinator for the event who later said, "The committee all felt we wanted to honor Bonnie Leman and the QUILTER'S NEWSLETTER. We were fortunate to have her say a few words as ordinarily she does not do much public speaking."

The plaque read, "QUILT COLORADO '82 salutes Bonnie Leman and QUILTER'S NEWSLETTER MAGAZINE for promoting, informing, and encouraging quilters everywhere."

Bonnie Leman - a toast to you from all of us grateful quilt lovers!