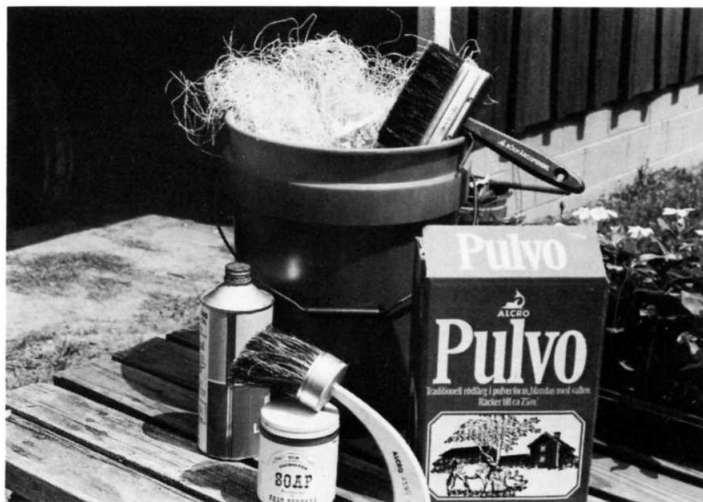


Seeing RED

Close your eyes and think about Sweden. Picture the Swedish countryside. What do you see? If you don't see at least one red-painted cabin, farmhouse, or barn, your fantasies have stumbled into the wrong country and you'll have to start over again.

Buildings painted in the copper-red color called *Falu rödfärg* are as Swedish as Midsummer celebrations and St. Lucia on December 13. The nearly ubiquitous red-painted buildings of the Swedish countryside make Sweden visually different from the other Scandinavian countries. The red *stuga* is as much a symbol of Sweden as is the Dala horse.

A company in Georgia has begun importing *Falu rödfärg* so that Swedish-Americans and others who wish to decorate their homes or other buildings in this most Swedish of ways can do so. A "Mix It Yourself Kit", including a pail, soap, linseed oil, brushes, and enough *rödfärg* in powder form to make five gallons of paint, costs \$56.50 plus \$5.50 for postage and handling. Order from Hightower Falls, Inc., c/o Mrs. Kerstin Popescu, 54 Allen Rd. N.E., Atlanta, GA 30328. You may call her at (404) 256-1988.



Falu rödfärg was first used in Sweden in the middle of the 17th century when returning Swedish military officers and other nobility wanted their previously unpainted houses to appear more like the colorfully painted homes they saw on the Continent. They soon discovered that the red paint made in the copper-mining areas of Falun and Dylta was both attractive and cheap. To their delight the application of this red powder paint seemed to retard mildew and rot in the all-wood buildings. Soon ordinary farmers and the rest of the middle class took up the custom and Sweden was slowly transformed into the red-painted landscape of today.



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