

Craft House Opens in New York

A new milestone has been achieved in Colonial Williamsburg's merchandising and reproductions program with the opening on October 22 of Craft House at B. Altman's in New York.

Harold Sparks, director of Merchandising, points out that this marks the first time a store outside of Williamsburg has displayed a complete collection of authentic Williamsburg Reproductions. He added that very few manufacturers bring out home furnishings that coordinate with each other, as Williamsburg's 18 different manufacturers have done in fulfilling our reproductions program.

An inkling of the success of the new venture was given October 16,

as over 200 press and trade representatives were present as a preview held prior to the public opening. Confirmation of such success was apparent at the gala October 22 opening, as Frank Cross, coordinator for CW, observed that so many people arrived to inspect the new Craft House that there was barely moving room.

Officials at Altman's expressed their pleasure at being the New York showcase for an important part of the Williamsburg program. Harold Sparks says that already other top-flight stores across the country have approached him with the idea of a Craft House in their stores, and such an expansion is a planned part of Merchandising's future program.

Cafeteria Record Set As Attendance Increases

Chalk up a first in "visitor records" for VA&M as the Motor House Cafeteria served over 5,000 people for the first time in one day, on August 22. Diners numbering 5,094 slid their trays along the bountifully-stocked counters to mark a new high. At closing time that day the Cafeteria's shelves must have borne a similarity to Mother Hubbard's.

Attendance throughout CW jumped ahead in August over the figures for the same period in 1961, following closely the pin-

nacle set by the Cafeteria. A look at the number of guests in the Exhibition Buildings, travelers on CW buses, and charter participants in the new Young Patriot's Tour, as well as viewers of The Story of a Patriot, show that August was a very busy month around town.

A total of 96,642 persons visited the Exhibition Buildings in August, a 19.7% rise over the 1961 figure of 80,735; and an 8.7% increase over the big Festival year, 1957, when 88,919 visitors were counted.

Network To Film Williamsburg Scene For "1, 2, 3 - Go!"

Network television returns to Williamsburg this month for the most significant program since the "Wide, Wide World" and "Today" programs in 1956.

Again, it is NBC, and, coincidentally, Jack Lescoulie, who was here with "Today" in 1956, will return. This time, Lescoulie will be accompanied by his juvenile sidekick, Richard Thomas, and the children's adventure program, "1, 2, 3 -- Go!" Filming will take place during the week of March 19-23, and the half-hour program will be shown early in May.

The story will have a historical flavor, centering on the arrival of news in the spring of 1774 that Parliament is going to close the port of Boston in retaliation for the Boston Tea Party. Jack and Richard will become involved in the delivery of this news, which will present some difficulties that they must surmount.

Employees Participate

A full NBC film crew will undertake the production, under the supervision of Jack Kuney, producer of the weekly program. CW participation in the program will include a number of costumed employees, who will take small parts and participate in crowd scenes. The episode will take place outside the Capitol and at the Gaol and Blacksmith Shop.

"1, 2, 3 Go!" is seen locally on WXEX-TV (Channel 8) and WAVY-TV (Channel 10) each Saturday at 1 p. m. More than 125 stations across the country relay the program on either a live or one-week delayed basis to an estimated audience of 10,000,000 people.

Historic Garden Week in Virginia is scheduled April 21-28. Six private homes and gardens in Williamsburg will be open April 24 and 25. Information may be secured at headquarters at the Inn or at the Information Center.

COLONIAL WILLIAMSBURG NEWS**25-Year Commemorative Issue**

This special issue is published in honor of employees celebrating 25 years of service with Colonial Williamsburg, Williamsburg, Virginia. Material has been excerpted from 1962 issues of the **Colonial Williamsburg News**.

MANAGING EDITOR - 1962

Marguerite T. Gignilliat

EDITOR - 1987: Pat Saylor

New Dining Room Nears Completion At Lodge Under Expansion Program

Besides the holes in the ground, machinery and workmen around the area, and inevitable but surprisingly few temporary entrances and exits, noticeable differences are already resulting from the construction in progress at the Lodge. A new dining room is close to completion at the southwest corner of the main dining area where internal changes and expansion are also taking place. The entire scope of dining arrangements, kitchen facilities and lobby structure is being reorganized in anticipation of greater needs to be created by the Conference Center

The new dining room will seat 100 persons and will accommodate patrons from the main area when not in use for private meals and small group meetings. Ideally suited for use by local service clubs and civic organizations, it will have its own outside entrances, coatrooms, rest rooms, and entrance to the kitchen. It will connect with the present ballroom by means of a new stairway as well as with the main dining area. The west side of the new dining area will be glass-walled, affording diners there a garden view both day and night.

(continued on page four)



Give me gingerbread, or give me death.

**MOTOR HOUSE HOUSEKEEPERS**

We are glad CARRIE SWEENEY and EFFIE PETERSON are back to work after short illnesses. We are sorry to lose CAPPIE ADAMS as housekeeper and BERNICE BERKLEY, maid, who will enter a school of nursing. We welcome ESTHER HARRIS as new maid; ROSIE RIPLEY and MILDRED PEARSON, new housekeepers; and JESSIE SAUNDERS, houseman. HORTENSE KING and family spent May 5-6 on a camping trip at Cape Hatteras, N. C. ELIZABETH THORNTON spent May 13-14 in Philadelphia where she attended a convention.

— Mildred Webb

TREASURER-COMPTROLLER

The girls in the T-C Department held a "closing-out" luncheon a few weeks ago to celebrate the closing of business for 1961. The excuses some people won't think of to "goof off!" MAXINE SLONE and Harold took a quick weekend trip out to Kentucky to see their families. "ROD" JONES and Barbara just returned from a delightful vacation tour of the Sunshine State. They played the tourist role to the hilt, with one exception . . . Barbara left their camera at home.

— Tillie Underwood

COSTUME SHOP

We all welcome HELEN BAKER, our new seamstress in the Women's Department. Get well wishes are extended to DOROTHY WILLIAMS' husband, who is in Mary Immaculate Hospital. Your reporter recently spent three days with her parents in Washington.

— Patsy Morrison

BUILDING MAINTENANCE

BERT SCORE and wife enjoyed a recent vacation in Key West, Fla. Others on vacation are: JACK DEGGES and HERMAN ROSER. We are glad to see MYRTLE KELLY back to work after her illness. A speedy recovery to BILL REINECKE and ROBERT STUBBS who are in the hospital and also to SALLY KATE ROSER, HORACE LEWIS, LEE JONES, JOHN ROBINSON and ANTHONY CONYERS who are out sick.

— Luella Rowland

LANDSCAPE — C&M

We welcome new employees HANS STULEN, who will take over the management of the greenhouse; BERNARD WRIGHT, WILLIAM STRONG, and OSBORNE TAYLOR, the nephew of ELNORIS TAYLOR. We are glad to see HOWARD BRINDLE back with us after a long back ailment; SAMMIE JONES after being out for a tonsilectomy; LINWOOD JONES after a serious bout with pneumonia; and ARTHUR CUMBER who has had a stomach disorder. We extend our sympathy to NATHAN TALCOTT upon the recent loss of his mother.

— Everett Raynes

HOSTESS SECTION

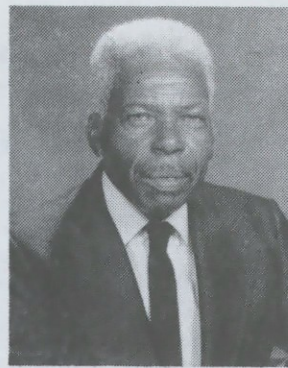
More signs of spring — hostesses enjoying their daughters and sons as spring vacationers: Lewis Osborne, Hazel Hewlett and Linda Cooke Johnson. On March 22 JOHN HARBOUR invited us to a tea at the Inn to welcome DOUG SMITH, new director of our exhibition buildings. Rumor has it that he knows all the hostesses by name which is quite an achievement.

— Nancy Holler

**Silver Bowl
Recipients
1987**



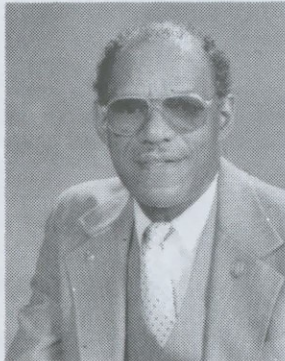
Helen M. Baker



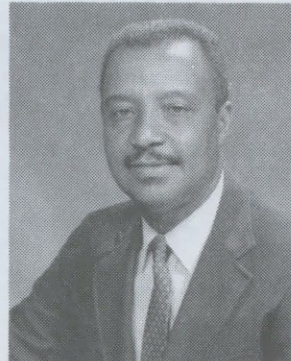
Burrell Bassett



Gladys Baxter



Russell Bridgeforth



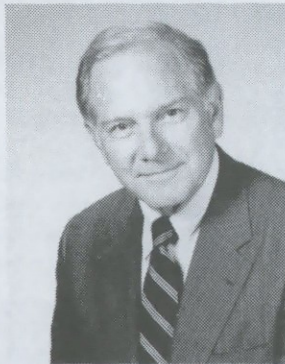
Harold R. Brown



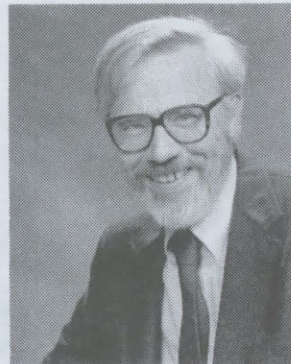
Hilda Burrell



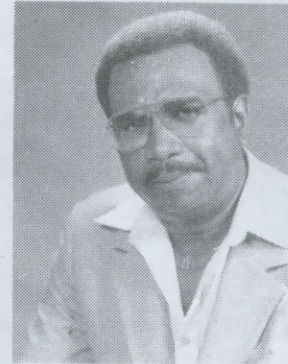
Orene Coffman



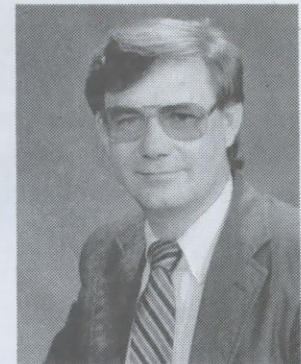
Frank Cross



Harold Gill



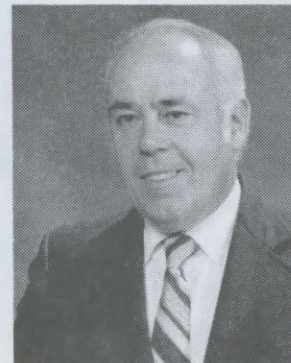
George Graham



Wallace Gusler



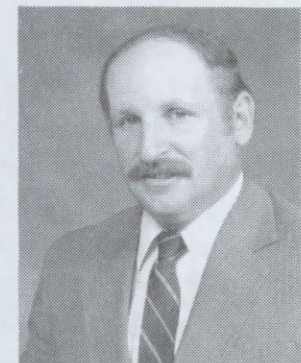
Herman Hatchett



Rolf Herion



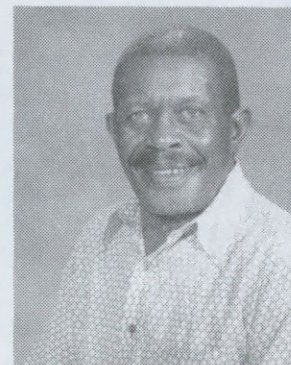
Dianne Jenkins



Mike Kipps



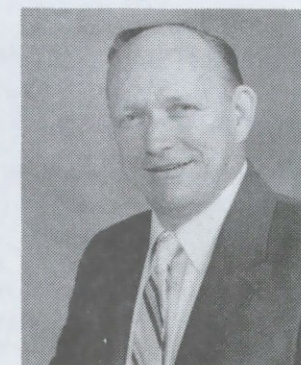
Alberta Lemon



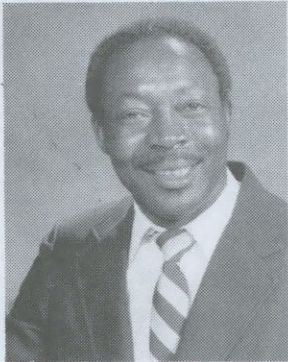
Sylvester Miller



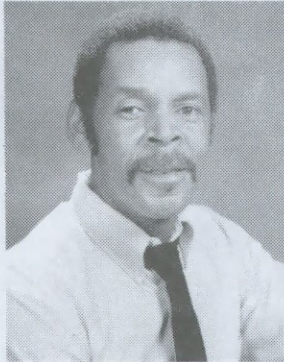
Janice Piggott



Ward Ratcliffe



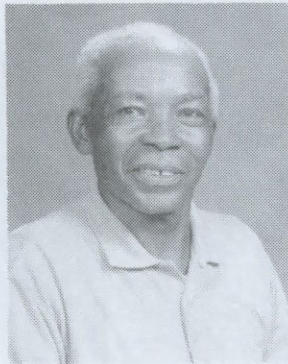
Jesse Saunders



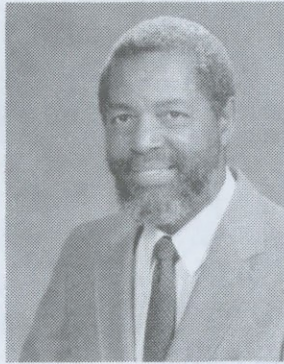
Carol Smith



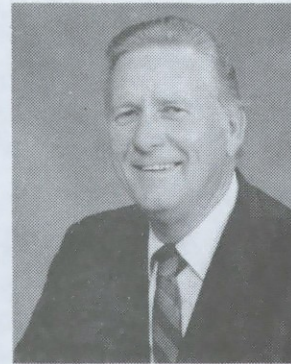
J. Douglas Smith



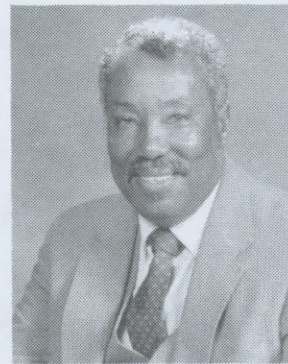
Lewis Street



Osborne L. Taylor



Leo Ward



Bernard Wright



Romayn Wright



Mary Yarrington

Restored Area to Attain Further 18th Century Appearance

The tranquil atmosphere of colonial times will be recreated in a major portion of the historic area during October and November when the City of Williamsburg places in effect a recently approved Traffic Control Experiment.

The decision to undertake the trial plan followed CW's request after evidence was presented that many visitors have reacted unfavorably to the anachronism of modern traffic on the 18th-century scene.

The experiment will involve a number of employees directly and many others indirectly. Public contact personnel such as Exhibition Building and Craft Shop employees, information and desk clerks, bus drivers, waiters, bellmen, and sales clerks will, however,

have a special opportunity to insure the success of the experiment through their frequent exchanges with visitors.

Plans for the experiment were developed as a result of studies by an independent traffic engineering firm and were approved early in the summer by the City Planning Commission and the City Council.

The 9 a.m. to 5 p.m. daily closure will include Duke of Gloucester Street from Nassau Street to the Capitol; all streets intersecting Duke of Gloucester in the same area except Botetourt, and the Palace Green and one block east and west of it on Nicholson and Prince George respectively. East-west "through" traffic may still use Lafayette and Fran-

cis Streets; Nicholson will be open from Waller to North England.

Special arrangements are planned to admit churchgoers to the vicinity of Bruton Parish Church for services held during the hours of closure.

The closure applies to all general traffic, the only exceptions being emergency and necessary service vehicles and necessary access to residences in the historic area. Of the closed streets, CW buses will use only Prince George and a portion of the Palace Green on their revised route; they will no longer operate on the eastern end of Duke of Gloucester Street and the two present stops there are being eliminated. The relocated stops will be at the intersections of Nicholson and Botetourt (#2A) and Francis and Botetourt (#5A) and a new stop (#5) will be added at the corner of Blair and Francis Streets near the Cabinetmaker's Shop.

New Foreign Visits Program Announced

This weekend the Foreign Minister of Japan, with a party of 31, will visit Williamsburg. When they go to the Information Center and settle back in one of the theatres to watch "Williamsburg: The Story of a Patriot" they will hear the dialogue in Japanese.

A sound track for the film is being prepared in Japanese for this

state visit, but it will also be available for any group from Japan which visits Williamsburg in the future, as part of CW's new program to implement foreign visitation. There is now available a sound track for the "Patriot" in French, and preparations are underway for taping the dialogue in German, Spanish, Italian, Portuguese, and Russian, as well as English.

Foreign language tapes for the "Patriot" are part of a program Colonial Williamsburg will more fully initiate in the spring of 1963 which is designed to give foreign visitors to this country a better understanding of Americans, their way of life, their heritage and basic ideals. The program will be far-reaching and will involve many CWers as it goes into effect.

Beyond the foreign language sound tracks for the "Patriot," key facets of the proposed program also include development of multi-lingual travel brochures for overseas distribution; a special package tour to be offered through travel agencies in foreign countries; multi-lingual interpretation folders and directional signs at the Information Center and other important locations; intensified efforts to recruit and train escorts with foreign language capabilities; travel exhibits on display in foreign capitals and principal cities; and special "in depth" news and feature stories of a basic educational nature to be distributed periodically in the language of the country to key publications abroad.



The "See America" program sponsored by the U. S. Travel Service is expected to bring to Williamsburg many foreign groups like the Japanese girls (top) and the Yugoslav group (bottom) pictured here.



Emergency Delivery

An ambulance pulled up to the Commissary in a big hurry Saturday, September 15. The siren was wailing shrilly. But no stretcher was pulled out, nor was anyone carried to the vehicle. Rather, two large sheet cakes, the work of pastry chef Raymond Camus, were gingerly carried out.

Fascinated and rather surprised by this new mode of travel for his cakes, Mr. Camus said that in all of his years as a pastry chef - 46 years this month - never have his cakes been transported by such means, and never have they been accompanied by the wail of sirens.

The Rescue Squad ambulance was sent to pick up two of Mr. Camus' cakes, beautifully decorated with the Fire Department emblem, for the farewell party in honor of departing Williamsburg Fire Marshall Elliott W. Jayne. As it was exactly noon when the ambulance reached the Commissary, sirens were in full voice, giving the scheduled delivery a note of direct emergency.

Movies Scheduled At Franklin House

Al McCain, manager of Franklin House, announces the following film schedule:

- Feb. 28 — "Flame Over India"
- March 7 — "Target Unknown"
- March 14 — "The 39 Steps"
- March 21 — "The Wind Cannot Read"

Magazine To Inaugurate Many Activities In June

An expanded program at the Magazine, to include numerous demonstrations and outdoor activities, will be implemented during the summer months to improve general interpretation and to accommodate visitors more effectively.

Under a new system of stationing, which will begin in mid-June, CW will expand its operations to encompass the area outside the magazine. Set up on a trial basis for three days in early May, Bill Geiger and Luther Mitchell of Presentation report that the new interpretive technique was well received and especially praised by visitors, escorts and staff members who were familiar with the former method. The rope barrier used in May will eventually be replaced by appropriate props, such as tents and musket racks.

The visitor will first report to the Guard House to learn its history and how to best see the Magazine complex. CWers there will encourage guests to ask questions at the various stations. Administration matters, such as ticketing, will also be handled.

Stations

Outside the wall, the largest station will be that of artillery. Here visitors will see cannon equipment and how it was fired in the 18th-century. Shot casting will also be demonstrated outside which, Bill says, would be logical as a fire would not be built inside the wall near the powder. To explain field music, a fifer and drummer will be

periodically stationed nearby. At another outside station, a CWer will fire muskets or salute cannons for groups and also double as traffic controller.

Inside the Magazine wall, to the left, an interpreter will explain the various pieces of soldier's individual equipment displayed on the ground. The use of the rifling bench will be demonstrated on occasion.

In the powder room of the Magazine, visitors can learn the details of making gun powder. A CWer will be occasionally stationed in the armorer's room to work on the actual repair of guns for the benefit of guests.

In implementing this new program, Luther says, "Our main effort is to improve interpretation techniques though we welcome life-on-the-scene as a by-product." Plans currently call for Craft Shop interpreters and persons at the Gaol and Magazine to jointly staff the stations on a rotating basis.

Research Leads to Campbell's New Dinner

Christiana Campbell's Tavern began featuring an added dinner last month, Boneless Double Breast of Chicken a la Bourgeoise. Complementing the selection at Campbell's the new dinner was chosen after research done by Peter Zinner, Hotels Catering Manager, and Jane Carson, of the Research department, had uncovered material which shows that this entree might very well have been served in 18th century taverns such as those after which the restored Campbell's is patterned.

Lodge Dining Room, cont.

Enlargement and complete redecoration of the present dining area are also underway. By late this year, the north area will have become the coffee shop which will include a counter, booths, upholstered benches and tables. The present coffee shop is giving way to enlargements of the kitchen and Gift Shop. New furnishings, china, glassware, silverware and table appointments will add to the aura of change and are to complement the new scheme of decoration. Along the east wall, large windows will open the room to a new outside garden, to be lighted at night.

Behind-the-scenes changes are also in store. New equipment will be added to the Lodge kitchen to meet the demands of the expanded and improved facilities. The service dock has been relocated and the freight elevator has been enlarged to handle linen and other freight movements more effectively and for rapid transportation of room service waiters. Included in the construction plans are a new air-conditioned employees' dining room and a new guest self-service room for ice and soft drinks.

Colonial Williamsburg's Department of Architecture is responsible for all architectural and landscape work for the new dining room addition, expected to be ready for use in October, and for the improved main dining area, scheduled for completion by the end of this year. The Construction and Maintenance Department is doing the construction of the new addition as well as the accompanying alterations at the Lodge.

The vast program of construction at the Lodge is a major step in Colonial Williamsburg's effort to accommodate properly its own conference program as well as outside conference groups while maintaining top service to family groups and individual visitors.

Geographic Book Includes CW Story; Capitol On Cover

The National Geographic Society's newly published book, **America's Historylands - Touring Our Landmarks of Liberty**, contains a 17-page article on Colonial Williamsburg and features Williamsburg on its cover. The jacket shows the Burgesses entering the Capitol, a scene in color taken from "Williamsburg: The Story of a Patriot."

In a section entitled "Colonials," with foreword by historian Louis B. Wright, readers are invited to "don velvet coat, tricorne, brass-buckled shoes and stride into 18th-century Williamsburg." The article, "Virginia's Early Capital Re-Creates Colonial Life," was written by the late Beverly M. Bowie. "Colonials" also includes tours of Tidewater Virginia and Maryland, Carolina plantations, Charleston, Tryon Palace, Old Salem and Savannah.

3,000,000th Viewer Sees CW Film 'Story of a Patriot'

On July 9 Miss Janet J. McEachern of Seattle, Wash., became the 3,000,000th viewer of Colonial Williamsburg's orientation film "Williamsburg — The Story of a Patriot." Visiting the East Coast with three of her schoolmates from Washington State University, she was selected as she entered the Information Center theatre at 11 a. m. Monday, the 9th.

To commemorate the occasion, Miss McEachern was given a silver bowl made at the Colonial Williamsburg silversmith's shop by Master Silversmith Bill deMatteo. Peter A. G. Brown, director of Presentation Services, presented the gift.

The technicolor movie, directed by George H. Seaton, was first shown to the public on April 1, 1957. It is shown an average of 175 times per week in the two Information Center theatres.



Peanut Soup & Fruit Shrub

Old colonial favorites these, and still being served at the taverns of Williamsburg. Here the sights, sounds and flavors are straight out of the eighteenth century. The craft shops, the gardens, the famous buildings where history was made, these are only the beginning of the fascination that is Williamsburg. Come soon and see.

For rates, brochures, and reservations at Williamsburg Inn, Lodge or The Motor House, write Box 718, Williamsburg, Va., see travel agent or New York Reservation Office, 30 Rockefeller Plaza, Circle 6-8800.

COLONIAL
Williamsburg
VIRGINIA

'COME SOON AND SEE' — The first in a new series of newspaper advertising for CW — youngsters dining at Chowning's Tavern — appeared in national newspapers, Jan. 7. The series for 1962 features pictures taken by photographer Carroll Seghers II, for the book, **Adventure in Williamsburg**.