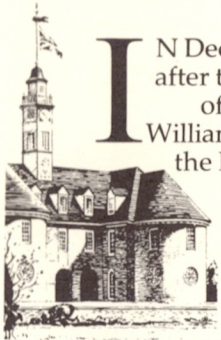


AUTHENTICITY AND QUALITY SINCE 1936

A newsletter published by the Colonial Williamsburg Foundation for its Licensed Manufacturers and Williamsburg Shops

## Mr. "Reproductions Program" Retires



**I**N December of last year, after twenty-seven years of service to Colonial Williamsburg and to you, the Foundation's licensees and Shops, Frank Cross, "Mr. Reproductions Program," retired. During his career at Colonial Williamsburg Frank was instrumental in establishing the Williamsburg

Shops Program. He greatly expanded the breadth of the Reproductions Program's product assortment. He opened the Atlanta and High Point showrooms. And he did so much more. Frank has left an indelible mark on the Program.

He has always been and will forever be the staunchest advocate of quality and authenticity. Throughout his career, not only in word but in deed, he showed his commitment to maintaining the educational integrity and quality of *Williamsburg* reproductions.

At times we found him difficult to deal with. Frank knows that. But he felt his role was keeper of the faith and his faith was of the purest kind. He considered no change to the Program or a product without long, hard thought.

Frank applied his many talents as artist, craftsman, and businessman to the Program and it grew. All of us

have benefited from his creativity and commitment. And for that

reason, Frank, we take this opportunity to officially acknowledge and thank you for your efforts on the Program's behalf.

## The Williamsburg Reproductions Portfolio

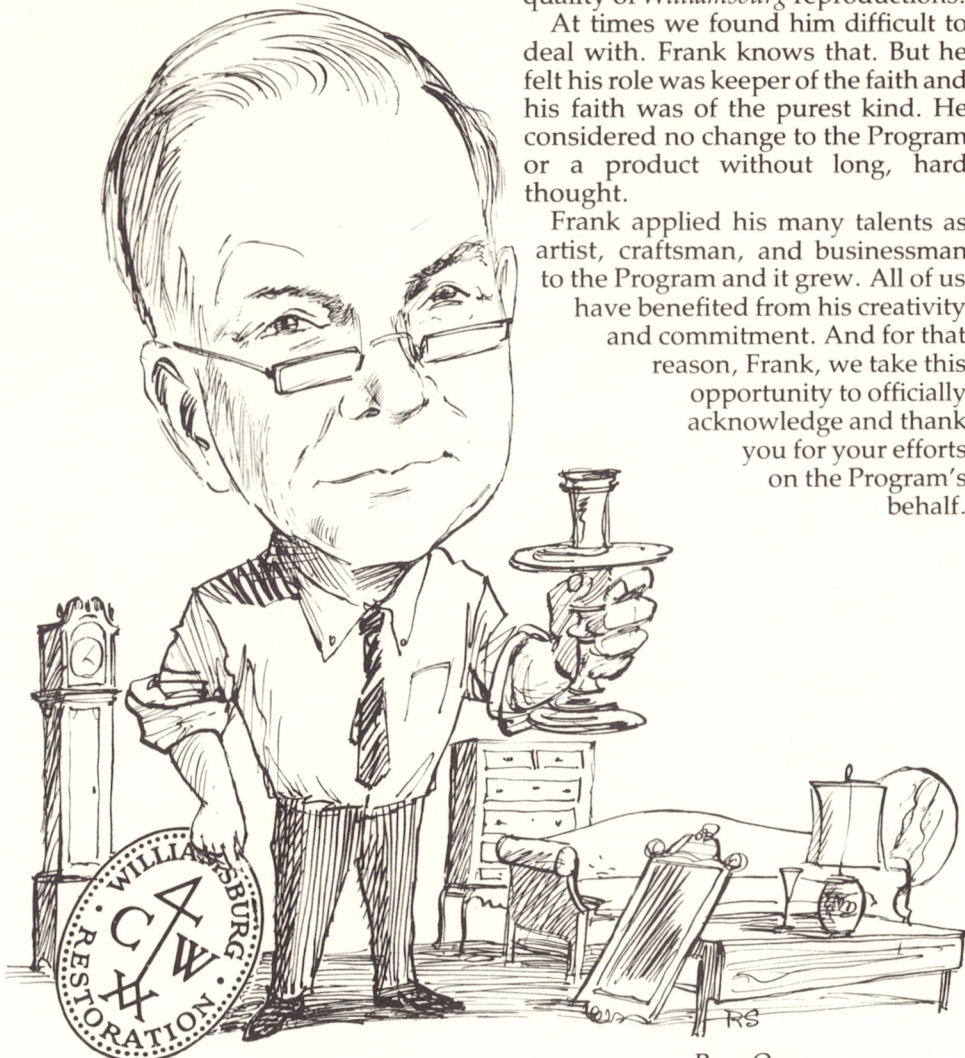
This year Colonial Williamsburg will produce its first consumer brochure on the *Williamsburg* Reproductions Program. The sixteen-page, four-color brochure is being developed to introduce customers to the Program and its distinguishable merits.

Rich photographs and lively text will communicate the special appeals of the Program—quality, authenticity, excellence of eighteenth-century design. The brochure will foster an awareness of the breadth of the Program and an appreciation for the strict standards each and every product must meet. It will differentiate the *Williamsburg* Reproductions Program from all others.

The brochure will contain a list of the nearly one hundred Williamsburg Shops to direct customers to the Shops nearest their homes. Also included will be a coupon that can be used to order the new *Williamsburg* Reproductions catalog.

The *Williamsburg* Reproductions Portfolio, as the new brochure will be known, will be placed in customers' shopping bags in stores in Williamsburg and in all mail order packages as well. One hundred thousand copies will be printed.

How will customers in 1990 learn about *Williamsburg* products? Let us count the ways—product tags, national advertising, the *Williamsburg* Reproductions catalog, and now a brand-new consumer brochure!



## Fall Promotion at the Craft Houses

This past fall the Craft House at the Williamsburg Inn and the Craft House at Merchants Square sponsored a special event designed to stimulate sales and give customers a special look at *Williamsburg* reproductions. Representatives from nine companies were on hand to share the tricks of their trade. As the pictures show, both Craft Houses were bustling!

In addition to those shown, Margery Wright from The Added Touch, Sam Giarratano and Ray Fentress from Kittinger Company, John Meldrum from Homer Laughlin China Company, and Anne Kay and Mickey Shook from Virginia Metalcrafters contributed to the success of the weekend.

Throughout the Craft Houses, work areas were set up adjacent to manufacturers' product displays. As an added incentive to buy, discontinued merchandise and floor samples were offered at significant savings.

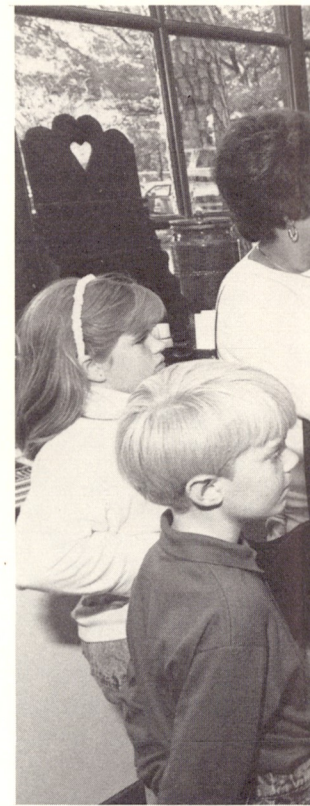
The homecoming weekend event was the largest of many promotions sponsored by the Craft Houses last fall. From October through December special activities were held almost every weekend.

Laney Loughridge and Ed Stulb of Stulb's Old Village Paints demonstrated the variety of surface colors and textures that can be achieved using *Williamsburg* buttermilk paints.

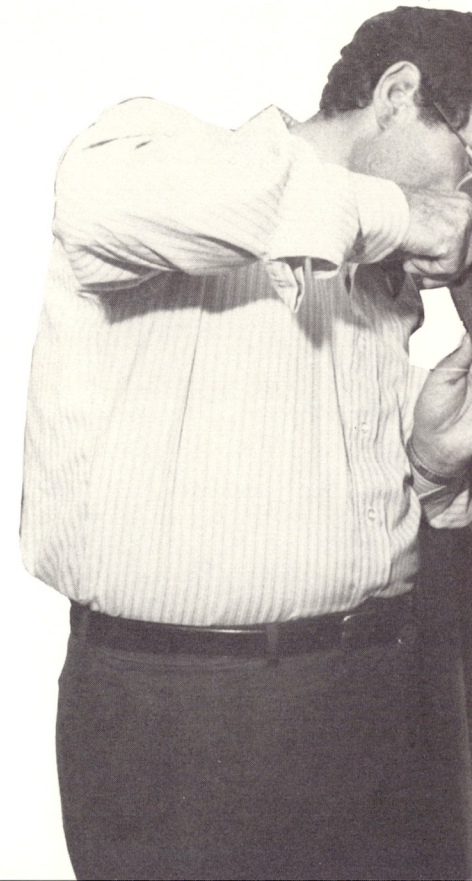


"The November promotion resulted in a 36 percent increase over the prior year," noted Marina Ashton, director of museum shops. "On behalf of the museum stores' staff, I want to thank all the manufacturers who made this event such a success!"

The technique of sand-casting was better understood after customers watched Darryl Byers of Virginia Metalcrafters ply his trade.



Several representatives from the Williamsburg Pottery kept the pottery wheel humming in the garden shop at Craft House at the Williamsburg Inn.





Engraver Ray Dicus came down from Kirk Stieff to show customers how *Williamsburg* pewter can be personalized.



Rosario Indelicato demonstrated how he carves a component for Kittinger's fine *Williamsburg* high chest.

Susie Bebout from Homer Laughlin China Company explained the various steps required to decorate the tavern dinnerware.



## Long Hours Go into Development of New Rug by Karastan

Karastan had hoped to introduce a new rug pattern to the *Williamsburg* Reproductions Program in January, but reproducing the design has presented challenges that will delay the introduction slightly. Work on the new Kerman vase design rug has continued for over a year. "We think this rug has the potential to be a best-seller," says Karastan designer Wayne Alcorn, "so we want to get it just right." Karastan's current best-seller has a similar design and color palette.

The rug's maroon background exhibits a "profuse display of composite flower palmettes, rosettes, pineapples, and flower sprays compartmentalized within superimposed lozenges and scalloped medallions," notes former Colonial Williamsburg curator Mildred Lanier in her book *English and Oriental Carpets at Williamsburg*. If that description does not conjure up a mental image, look for the rug at market this spring. We don't think you will be disappointed.



## Kittinger Finds Colonial Williamsburg an Ideal Site for a National Sales Meeting

The Kittinger Company held its national sales meeting in Colonial Williamsburg this past fall. In describing the event Gary McCammon, vice president of sales and marketing for Kittinger, said, "Colonial Williamsburg offered not only the normal amenities of an outstanding conven-

tion site—first-class rooms, excellent restaurants, shopping, and sports facilities—but it also gave us an opportunity to reinforce the association with Colonial Williamsburg, the place with *Williamsburg* furniture that we have been reproducing for over fifty years."

Gary further noted, "The sales force came away with a renewed appreciation of the many appeals of Colonial Williamsburg and a better understanding of how the association can help in the marketing of *Williamsburg* furniture. This appreciation and enthusiasm for Colonial Williamsburg will certainly pay off in months to come."



## Fourth Tavern Dinnerware Pattern Available

The dinnerware pattern that Homer Laughlin China Company produces for the King's Arms Tavern is now available to the Williamsburg Shops. The dinnerware,

shown here, is on a simulated creamware body and features the royal arms of the English kings of the Hanover line from 1714 to 1801.



*Gardens of Williamsburg* is an appropriate gift for both the dedicated horticulturist and the admirer of eighteenth-century landscape and architecture. Many of the gardens depicted on their pages feature outdoor accessories like the sundial and bird bottle. These products can add variety to your garden assortment and a touch of authenticity to your customer's backyard retreat.

Although the fine design and high quality of these garden-related *Williamsburg* products make them appealing in their own right, retailers who display them prominently give them added impact. Welcome the season with a thematic grouping of products that recalls the sights, sounds, and smells of Williamsburg in spring.

## Kittinger Re-created Finial for Museum High Chest

Kittinger craftsmen teamed up with Colonial Williamsburg curators and conservators to re-create the elaborately carved cartouche finial that had been altered on the antique high chest Kittinger recently reproduced. "The plume and C-scrolls were carved away from the original finial by a previous owner due to cracking across the grain," said curator Ron Hurst.

Wallace Gusler, director of conservation at Colonial Williamsburg, drew the finial based on the remaining portion of the original and another finial on a Philadelphia chest attributed to Henry Clifton's shop. Kittinger's master carver Rosario Indelicato translated the drawing into wood. Restoration of the finial brings the overall height of the piece to 8 feet, 1 $\frac{3}{4}$  inches.

Kittinger won accolades for the Clifton high chest reproduction at the October Southern Furniture Market in High Point. It received one of six Tiffany prisms for excellence in product design awarded by the International Society of Interior Designers.

Once again Kittinger has reaffirmed its commitment to the finest in museum reproductions with this one-of-a-kind piece.

## Garden Products Signal Spring's Arrival

The profusion of flowers and foliage seen during the spring and summer months at Williamsburg never ceases to impress visitors. With the variety of products available in 1990 the eighteenth-century garden can be easily transplanted to your Shop.

Throughout the year lovely garden effects can be achieved by the addition of decorative accessories. A *Williamsburg* dining table set with the avian spendor of Mottahedeh's exotic bird plates and a desk outfitted with a "Worcester Floral" photo album, ad-

dress book, and stationery can enliven a selling space. With botanical prints rendered in rich colors and delicate wreaths of dried flowers, nature's blooms can make a year-round appearance in your Shop. And, once the flower beds begin to sprout, blue and white delft bricks and jardinières are the perfect containers to promote for fragrant bouquets.

As the outdoors begins to green, gardeners seek inspiration from their colonial predecessors. A copy of *The Flower World of Williamsburg* or *The*



Two stores associated with the Williamsburg Shops Program have received national recognition for outstanding tabletop merchandising. **Frederick and Nelson** of Seattle, Washington, and **Frost and Budd** of Wayzata, Minnesota, were nominated for the 1989 International Tabletop Awards. The awards, sponsored by the Dallas Market Center and the National Tabletop Association, recognize the quality of retailers' tabletop assortments and merchandising efforts on behalf of the tabletop industry. Congratulations **Frederick and Nelson** and **Frost and Budd**!

While visiting with friends in Greenwich, Connecticut, retailers Cissy and David Clinton made a serendipitous discovery—the Williamsburg Gift and Accessory Shop at **Hoagland's of Greenwich**. So impressed were the Clintons with the Williamsburg Shop, they contacted Colonial Williamsburg about the Shops Program and in January their store became the Program's newest participant. Their store, **Fifth Season**, is located in Little Rock, Arkansas.

## Williamsburg Products Decorate Set of ABC Morning Show

For ten days this past December Williamsburg products were featured on the set of the popular ABC television show "Good Morning America." Members of the Foundation's staff traveled to New York City in mid-December to decorate the one-hundred-foot-long set with wreaths, pine roping, and pyramids of fruit patterned after those used in the Historic Area during the holiday season.

Included on the set was a Christmas tree trimmed with silver-plated ornaments from Kirk Stieff and the cipher and frolic scroll ornaments from Virginia Metalcrafters. Hurricane sconces flanked a mantel decorated with greenery and a collection of Williamsburg brass candlesticks. Lap blankets from Goodwin Weavers, pull toys from Wooden Products of Virginia, checked linens from Stevens Linen, the whistling swan from the Decoy Shop, and stoneware crocks and the reindeer weather vane from Rowe Pottery were among the other products incorporated into the set.

On the December 15 show, Libbey Oliver, manager of floral services at Colonial Williamsburg, demonstrated how to assemble a fruit cone and other festive decorations.

The special holiday set was used

from December 18 through December 29. "Good Morning America" claims an audience of five million viewers.

## Ed—"The Big Deal"

In January Ed Diehl retired after fifty-three years with the F. Schumacher Company. Those of us here at Williamsburg who have had the privilege of working with this fine gentleman know that there are few who showed more commitment to Schumacher or to the Williamsburg Reproductions Program. He brought his great breadth of knowledge of the textile industry to bear on building a fabric program with Colonial Williamsburg.

Before he himself retired, Frank Cross, who knows Ed Diehl well, had this to say about him: "To me Ed will always be Mr. Schumacher, a driving force behind the people at Schumacher. He would drive a hard bargain but always come through for Williamsburg. Ed is the kind of person who never stops teasing, harassing, and having fun with everyone, but he let this southern boy beat him at rummy."

Ed has been the man to call if you needed to know anything at all about Schumacher or required assistance in ordering a fabric. We will miss him, his special and kind humor, his knowledge, and his friendship.

Good luck and smooth sailing to you, Mr. Diehl!

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