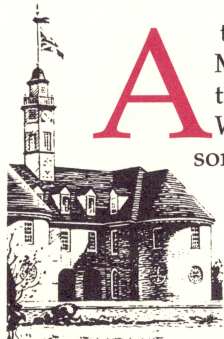


# Williamsburg®

AUTHENTICITY AND QUALITY SINCE 1936

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

## Fall Promotion Ideas to Harvest



**A**t Craft House on Merchants Square this fall, Colonial Williamsburg personalities have been invited to create table settings using *Williamsburg* products. The individual styles of each guest "hostess" shine through their creative settings. Tables set by Susan Winther, interior designer for the Williamsburg Inn, resulted in sales. One visitor purchased ten place settings and all serving pieces of "Cuckoo" bone china (Wedgwood). Schumacher fabrics are used frequently for chair seat cushions, tablecloths, place mats, and napkins.

Both Craft Houses hosted the regular fall weekend promotion. There were demonstrations by manufacturers and savings on select home furnishings.

*Williamsburg Shop* promotions this fall included:

- **Goddard's (Sinking Spring, PA):** Celebrated the opening of a new gallery devoted to *Williamsburg* prints by J. J. Kormann. Highlights of the weekend promotion included a military encampment, a strolling balladeer, and an eighteenth-century ball complete with period costumes. Guests were greeted by Mr. and Mrs. Kormann and Marina Ashton from Colonial Williamsburg.
- **Peter D. Barter, Inc. (Salem, MA):** The "Williamsburg Tavern Christmas Open House" was a festive occasion complete with a colonial raffle, eighteenth-century music, refreshments, and in-store savings. Recipes from the Williamsburg cookbooks appeared on the invitation, and the books were sold at the event.



Susan Winther's striking display using "Chinese Tiger" bone china (Wedgwood) utilized the brass rococo scroll ornament (Virginia Metalcrafters) as a napkin ring, and ornament sales improved noticeably.

- **Pine Tree Barn (Wooster, OH):** In celebration of its official opening as a *Williamsburg Shop*, the shop's restaurant featured a special menu of eighteenth-century fare and all employees were dressed in colonial costume. Jess Behringer, director of the Shops program, was present to welcome the shop's customers. Three people demonstrated crafts—

creating holiday decorations using fresh materials, theorem painting, and painting frames with a grained appearance. Invitations were mailed to about 3,000 people, and some 1,800 attended the weekend event.

- **Valley Furniture Shop, Inc. (Watchung, NJ):** Scheduled two free seminars with Claude Jones from

*Continued on back page*



This Windsor armchair was made in Nantucket about 1780 to 1800 and is now in the collection of the Colonial Williamsburg Foundation. The chair will be reproduced by D. R. Dimes and will be available in spring 1992.

## D. R. Dimes Produces Informal Furniture

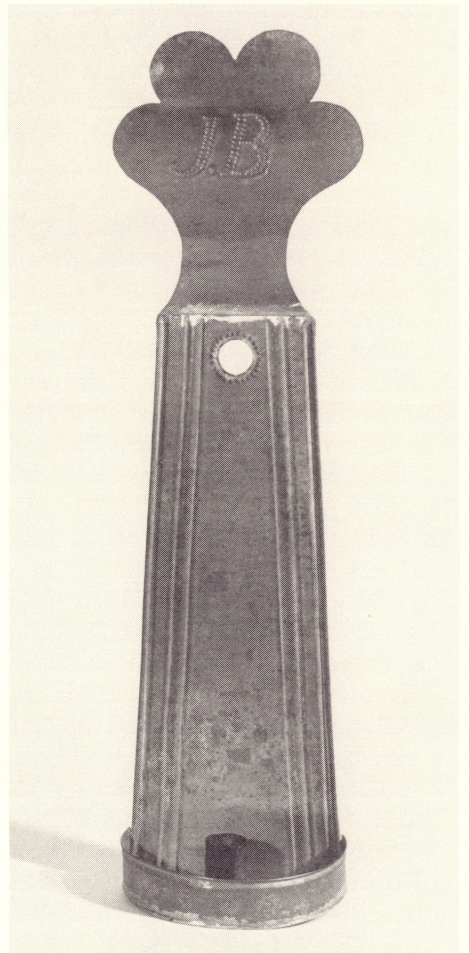
D. R. Dimes of Northwood, New Hampshire, has replaced Eldred Wheeler as licensee for *Williamsburg* informal furniture. Doug R. Dimes, the principal owner, oversees the quality and design of each piece. He has been making Windsor chairs for nearly thirty years and has expanded the company's line to include cabinetry, chests, tables, and beds.

Dimes summarizes what sets his chairs apart. "The best Windsors differ from the rest by overall design and details that can only be imparted by skilled craftsmen doing hand work. Fine detailed features—such as deeply saddled seats, graceful turnings, and the removal of unneeded mass on the arms—result in traditional chairs of uncommon beauty. There is a delicate lightness in appearance without sacrificing strength and integrity."

Director of product marketing Charles Driscoll discussed the licens-

ing of D. R. Dimes. "We were looking for an established firm with a reputation for high quality. D. R. Dimes, which specializes in Windsor chairs and reproduces a wide variety of styles at competitive prices, was exactly the firm we were after."

Since their licensing, D. R. Dimes suffered an immense loss due to a fire in July. Among the losses were drawings and prototypes for *Williamsburg* pieces. Now operating out of leased space, general manager Thomas Lavigne reports that the company is back in production. Plans are underway to build a new facility—larger and more efficient—and, in Lavigne's words, D. R. Dimes will be "bigger and better."



*Period Lighting* has reproduced this sconce for Colonial Williamsburg in bright tin (as the antique would have appeared when new) and adapted it with a distressed finish to suggest years of weathering and use. Made in New England about 1790-1820, the history behind the punchwork initials "J.B." is not known.

## Period Lighting Casts New Light

Period Lighting Fixtures, Inc. of Chester, Connecticut, has been licensed to manufacture wood, iron, and tin lighting fixtures. The company will reproduce chandeliers, lanterns, and sconces.

For almost twenty years, owners Edward and Richard Scofield have dedicated themselves to researching and reproducing the finest examples of eighteenth- and early nineteenth-century lighting fixtures. Founding brother Ed Scofield said, "Through careful observation and study of originals, we strive to offer lighting of unusual beauty and historical accuracy. It is difficult to improve on such fine design and proportion." Period Lighting products are targeted toward professionals and in-

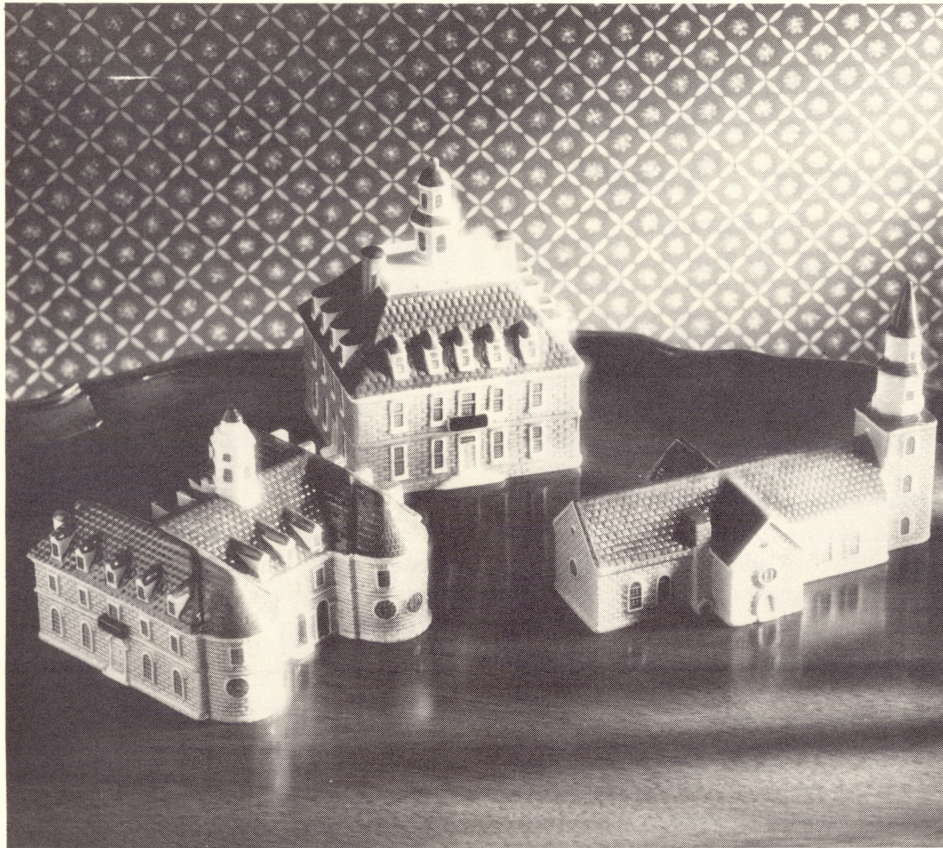
dividuals in the restoration market.

The company has vast experience reproducing lighting fixtures for historic museums and received prominent coverage in the 1988 National Trust for Historic Preservation publication *Lighting for Historic Buildings*.

The licensing of Period Lighting adds another dimension to the strength and variety of the *Williamsburg* architectural products manufacturing group.

### New Address

Please note that our post office box has changed. Our new address is: Colonial Williamsburg Foundation P. O. Box 1776 Williamsburg, VA 23187-1776



The 1991 fall mail order catalog features an inset of the three miniature public buildings produced in delft by Foreign Advisory. Sales figures reflect that customers are indeed collecting the hand-painted houses. The new Magazine brings the total number of miniatures available to twelve.

## Food Line Expands to Include Taverns

Colonial Williamsburg is introducing a new group of tavern foods. Adapted from recipes originally developed by Colonial Williamsburg chefs, the traditional southern foods and Tidewater Virginia specialties are prepared using high-quality ingredients.

Some of the tavern foods and their manufacturers follow:

### Rowena's

Red Wine Vinegar Dressing  
Salmagundi Salad Dressing  
Cabbage Slaw Dressing  
Chutney Dressing  
Barbecue Sauce  
Spoon Bread Mix

### S. Wallace Edwards & Sons

Virginia Hickory Smoked Ham  
Virginia Hickory Smoked Link  
Sausage

Virginia Ham Relish\*  
Virginia Peanuts\*  
Linden Beverage  
Sparkling Cider  
Mulled Cider

"We are pleased to introduce our tavern foods group so soon after our initial offering of 'eighteenth-century' foods," said product manager Sara Flanary. "And we have many more ideas. We want to find sources for soups, prepared or frozen food dishes, bakery items, and specialty food distributors."

Some of the new tavern foods will be featured in gift sets in the 1992 spring mail order catalog.

\* New products available December 1, 1991.

## Williamsburg® Furniture Baker Report

Baker president and chief executive officer Rod Kreitzer reports that "response to the introductory line continues to be positive, and we are most enthusiastic about developing the line and our relationship with Colonial Williamsburg."

Kreitzer has reviewed the Foundation's archives with furniture curator Ron Hurst, group product manager Kris Fischer, and director of product marketing Charles Driscoll. Fifteen additional pieces have been selected for production. The pieces will be presented next year at the High Point market.

## What's Hot/New

Somebody's always collecting something! The addition of the **delft miniature Magazine** should add even more excitement to our line of miniature buildings. The Capitol and Bruton Parish Church were added earlier this year. (Foreign Advisory)

We look forward to customers' responses to the new **four seasons of Williamsburg enamel boxes**. (Crummles)

New **lap blankets and coordinating pillows** in the "Mill Hall," "Banded Peacock," and triple-layered "Floral Appliqué" designs strengthen a growing product line. Woven "**Floral Basket**" **place mats** in five colorways add even more variety. (Goodwin Weavers)

The fall/winter mail order catalog features the two new **woolen blankets**. "Weaver's Choice," the black and creamy white plaid blanket, in the throw size is selling the best. (Faribault)

The new "**Hospitality**" **paper products** are selling extremely well. Sales will only improve as the Christmas season approaches. (C. R. Gibson)

## Think Gifts:

### Suggestive Selling

- **Charles Salembier, president, Virginia Metalcrafters, Inc.**—Display engraved items such as the brass box and table bell with monograms or Christmas inscriptions to suggest “gift” to the customer.
- **Janet Lore, director of national sales, Kirk Stieff**—Consider marketing products in new ways. For example, suggest the large pewter porringer be used as a wine coaster or the small cream pitcher for serving sauces.
- **Calvin Heikkila, manager, Craft House on Merchants Square, Williamsburg**—Mounting the sterling silver frame ornaments (Kirk Stieff)

on a velvet easel stand-up card next to the register resulted in \$570 worth of sales in three weeks. Sales for this small price point item are expected to grow only stronger as Christmas nears.

- **Tammy Kersey, mail order catalog manager, Colonial Williamsburg**—Create gift sets: a lap blanket with matching pillow (or a set of two pillows) at a savings; Virginia ham, mulled apple cider in a King’s Arms Tavern wine bottle bag, and two red and white checked napkins; a “gam-bols” set with mulled apple cider, peanuts\*, Hardy playing cards, and wooden dice. (Cards and dice are available through Colonial Williamsburg Wholesale.)

\* New products available December 1, 1991.

## New “Green” Opens

A second championship golf course opened to the celebratory sounds of muskets fired, fifes, and drums. Designed by renowned golf architect Rees Jones, the new links-style Golden Horseshoe Green course complements the award-winning Gold course, designed by Rees’s father, Robert Trent Jones, and opened in 1963.

Playing 7120 yards from the back tees, the carefully routed par 72 Green course takes best advantage of abundant woodlands and natural terrain. Water comes into play on six holes—two played over water and four with lateral hazards.

The Golden Horseshoe Green course incorporates advanced technology. An electronic weather station is part of a computer-controlled irrigation system capable of monitoring atmospheric conditions, measuring soil moisture and nutrients, and customizing irrigation patterns for the various turf grasses.

In addition to a practice range and putting green, the Green course complex includes a new 3,000-square-foot clubhouse with a sports shop and dining facilities.

---

*The Golden Horseshoe Golf Club is the keystone of Colonial Williamsburg’s sports and recreation facilities. In addition to two championship 18-hole layouts, it offers a 9-hole executive-length course, the Spotswood.*

*Golf magazine named the Golden Horseshoe Gold course and the Williamsburg Inn to its list of the twelve top golf resorts in the nation and awarded the magazine’s Gold Medal in 1988 and again in 1990. Golf Digest includes the Golden Horseshoe in its 1990 rankings of the best 75 resort golf courses, and Southern Links magazine conferred its Best of the South designation on the Gold’s four par-three holes.*

*The Colonial Williamsburg golf courses are operated by the Williamsburg Inn, which has earned the Mobil travel guide five-star rating fourteen consecutive years.*

---



Made from eighteenth-century recipes, delicious peach marmalade, strawberry and cherry preserves, and red raspberry jam are tucked into a small canvas tavern tote with a King’s Arms linen tea towel. The set is featured in this fall’s mail order catalog and sales are expected to exceed initial projections nearly 70%.

## Courtroom Drama Comes to Life

This summer the restored eighteenth-century Courthouse opened as a major exhibition building in the Historic Area.

Now, as visitors step across the Courthouse threshold, they experience firsthand the workings of local colonial government. Costumed character interpreters bring the courtroom to life through lively dramatizations, and some visitors are invited to participate.

As the courtroom tableau unfolds, visitors witness one of several legal proceedings such as charges involving nonattendance at church, complaints of an apprentice brought against his master, or renewal of a tavern keeper's license. The court may also deliberate the appointment of a guardian for an orphaned minor or hear a merchant's petition to reclaim a debt.

### Gentlemen Justices

The Courthouse on Market Square was built in 1770-1771. Serving as the meeting place for local government, judicial disputes were resolved and affairs of the city and county were administered.

Prominent local planters and merchants served without pay as magistrates, or justices of the peace. Appointed by the governor with no fixed term of office (usually for life), many of them lacked formal legal training, but good judgment and common sense usually were sufficient to resolve the dispute at hand. Monthly sessions brought a busy and extensive docket; the bulk of the cases were civil, but there were some petty criminal cases.

The way these county and city magistrates discharged the duties of constables, deputies, market clerks, road overseers, and watchmen made the government work. It was on this local level that men were first instructed in the rights and responsibilities of citizenship and that self-government was first practiced.

### 1983—Research Begins

In developing plans for restoring and refurbishing the Courthouse, Co-



Interpretive programs explain what role the legal system played in the lives of ordinary citizens.

lonial Williamsburg legal and architectural historians performed extensive documentary and field research involving hundreds of county court record books and scores of early public buildings throughout the eastern United States and the United Kingdom. Detailed minutes were kept of design review meetings so that years from now, future historians will be able to judge the strength of the research and the quality of the restoration.

### Restoration by Many Talents

The interior restoration of the Courthouse was performed by the historic trades carpenters using tools and techniques of the period. This past year, visitors enjoyed a rare opportunity to witness the restoration of an original eighteenth-century building.

Cabinetmakers, bookbinders, weavers, blacksmiths, and other artisans hand-produced all of the internal fittings, furniture, books, and other miscellaneous furnishings. And, though much of their work will never be seen, Colonial Williamsburg mechanics, architects, electricians, masons, and carpenters made the building into a modern exhibition space.

After thousands of hours devoted to research, restoration, and reinterpretation, the Courthouse is the only one in the country where visitors may see how local justice in the colonial period gave rise to a distinctively American rule of law. The substantial project continues to be funded by many contributions including gifts from major corporations and foundations.

---

*"The role of courts is perhaps the most unique feature of our constitutional form of government. In a government based on democratic principles, it is remarkable that judges have the authority in certain cases to set aside the decisions of popularly elected officials. This authority reflects the idea that our Constitution, fairly and impartially construed, sets enforceable limits on the manner in which government goes about its business. This idea lies at the core of our notions about freedom under the rule of law.*

*"Allowing the judiciary to have this power would not have been possible without faith in the judicial process. That faith was born in courts such as this one."*

Justice Lewis F. Powell, Jr.  
Courthouse Opening Ceremonies  
June 1, 1991

---

Continued from first page

Williamsburg who demonstrated how to create holiday decorations using natural materials. A press release promoted the event. Invitations will be mailed later to seminar attendees and customers for a Christmas open house. If customers visit by December 24, they receive a free gift, a package of "Hospitality" napkins (C. R. Gibson).

### Media Mentions

In the October issue of *Traditional Home*, Colonial Williamsburg made "Licensing History." An extensive article on the value of museum reproductions featured *Williamsburg* fabrics by Schumacher, the Windsor bench by D. R. Dimes, and the rococo sofa and the Norfolk neoclassic chair by Baker Furniture. The chair was also pictured adjacent to the editor's letter and on the cover.

Over nine pages were devoted to D. R. Dimes in the October issue of *Colonial Homes*. "Faithful reproductions" included large photographs taken of Doug and June Dimes's home and promoted the company's craftsmanship and products. The article mentioned Dimes's new license for

producing *Williamsburg* informal furniture and provided the 1-800 number for *Williamsburg Shops*.

### Kerman "Vase" New Star for Karastan

"Response has been outstanding to the new Kerman 'Vase' carpet," said Tim Butterworth, divisional vice president of marketing at Karastan. Already the best-selling carpet in the *Williamsburg* line, plans are now underway to produce the rug in two new sizes—a runner and an oversized 10' x 14'.

"This is the first 10' x 14' rug we've produced for Colonial Williamsburg, and we expect it to be very successful. There's a great demand for oversized rugs due to the popularity of hardwood floors."

Butterworth attributes the carpet's immediate success to its classic overall pattern, which is different from the majority of Karastan rugs with a center medallion design, and its unique, multicolored palette.

"By the end of this year," Butterworth predicted, Kerman 'Vase' will be among the top five sellers of the entire Karastan line."





**Debra Salisbury**, former marketing representative for *Williamsburg Shops*, has accepted a position to work with Lou Edens, owner of **The Fifth Season** in Mount Pleasant, South Carolina, near Charleston. Debra will be managing "Museum Collections," a new shop that carries products from Colonial Williamsburg and all of the other major museum programs. Debra will be missed at the Foundation, but we are pleased to know she will remain in the "Williamsburg" family.

#### Wanted: Marketing Success Stories

We invite you to "brag" about your success stories for marketing *Williamsburg* products. Comments and suggestions for making this newsletter more effective are also welcome. Write: Pam Simpson, Colonial Williamsburg Foundation, P. O. Box 1776, Williamsburg, VA 23187-1776.

#### Licensed Manufacturers . . .

If your sales representatives would benefit from receiving this quarterly newsletter, please contact Sally Barnes at (804) 220-7530.

*Williamsburg*<sup>®</sup> and  and  and *Christiana Campbell's Tavern* are trademarks owned by the Colonial Williamsburg Foundation, reg. U. S. Pat. Off.  
© 1991 by The Colonial Williamsburg Foundation

The Colonial Williamsburg Foundation  
Product Management Department  
P. O. Box 1776  
Williamsburg, Virginia 23187-1776

BULK RATE  
U. S. POSTAGE  
PAID  
Williamsburg, VA  
Permit No. 7  
Nonprofit Org.