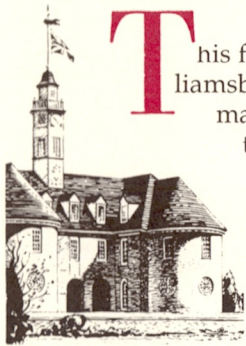


## Special Fall Promotion Planned



**T**his fall, Colonial Williamsburg, the licensed manufacturers, and the Williamsburg Shops plan to prove the whole is greater than the sum of its parts when the trio launches a national sales promotion designed to highlight a select group of Williamsburg products. While the Foundation, the manufacturers, and the Shops have from time to time run promotions, never before has the group united to take full advantage of the benefits of a cooperative effort.

Sales promotions offer retailers the opportunity to build traffic and business. Although "price-off" promotions come immediately to mind and are the most frequently used form of sales promotion, the range of promotion possibilities is virtually limitless.

Whether you are a manufacturer or retailer, your business's success depends on your being able to sell, at a profit, the merchandise you produce or stock. In today's competitive environment it's not enough to have a good product. To ensure that customers beat a path to your door and not that of your competitors, you need an effective promotional plan that communicates your product's availability and its special benefits. Sales promotions are an important component of such a plan. Properly executed, they can build traffic and—better yet—keep the cash register ringing.

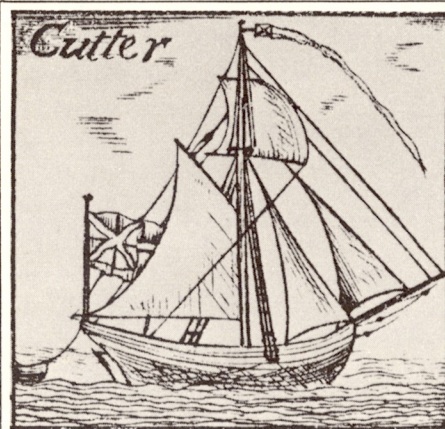
Supported by the licensees, this fall

the Shops and the two Craft Houses in Williamsburg will use many of the tools of sales promotion—advertising, product display, direct mail solicitation, and in-store events to tell a story—a Williamsburg story—and to show customers how they can capture a bit of the classic beauty of the eighteenth century in their home. Our product assortment will focus on adornments customers can use to set a dramatic

table for dessert, the final course that should be the culmination, in both comestibles and accessories, of an evening of formal dining.

The way colonial Virginians set their tables, the accessories they used, and the foods they served will provide us with a great hook to sell products. With interest in formal dining and in food and food service at an all-time

*Continued on following page*



an eighteenth-century print source. The numerous woodcuts in *The Catchpenny Prints* depict miscellaneous subjects ranging from exotic animals to household objects to the ship upon which the ornament is based, all of which educated and amused young readers.

The ornament will be available this summer and will retail for twenty-three dollars.

## Ship Ornament Completes Collection

When a Christmas product captures the spirit of Colonial Williamsburg as well as a child's delightful perspective, it is sure to be a success. This silverplate ship ornament concludes Kirk Stieff's series based on children's toys and pastimes. Like the other four, it is interpreted from





Continued from first page

high, we are poised for success. To ensure that interest translates into sales we need to start planning now. After all, fall will be here before we know it!

## Products To Be Featured

Here is a list of just a few of the products that will be included in this fall's promotion. Watch for the summer newsletter for more information about this special event.

- Chelsea Birds Dessert Plates  
MOTTAHEDEH
- Chelsea Birds Cups and Saucers  
MOTTAHEDEH
- Swirl-Base Candlestick  
VIRGINIA METALCRAFTERS
- Octagonal Tea Chest  
VIRGINIA METALCRAFTERS
- Pewter Tea/Coffee Set  
KIRK STIEFF
- Governor's Palace Candlestick  
KIRK STIEFF
- Wool Moreen & Pomegranate Damask  
F. SCHUMACHER
- Simulated Saltglaze Leaf Dish  
WILLIAMSBURG POTTERY
- Williamsburg Reproductions Catalog*  
COLONIAL WILLIAMSBURG
- Governor's Palace Napkins  
PALAIS ROYAL

## Williamsburg Inn Given Mobil Five-Star Rating

The *Mobil Travel Guide* has awarded a Five-Star rating to the Williamsburg Inn for 1990. This is the thirteenth consecutive year the Regency-style hotel has received the guide's highest honor.

"We strive to keep the Inn synonymous with quality, and the Five-Star Award confirms it," said John T. Hal-lowell, general manager.

Host to dignitaries and heads of state since it opened fifty-one years ago, the Williamsburg Inn is one of seven hotels in North America to receive the Mobil Five-Star rating this year.

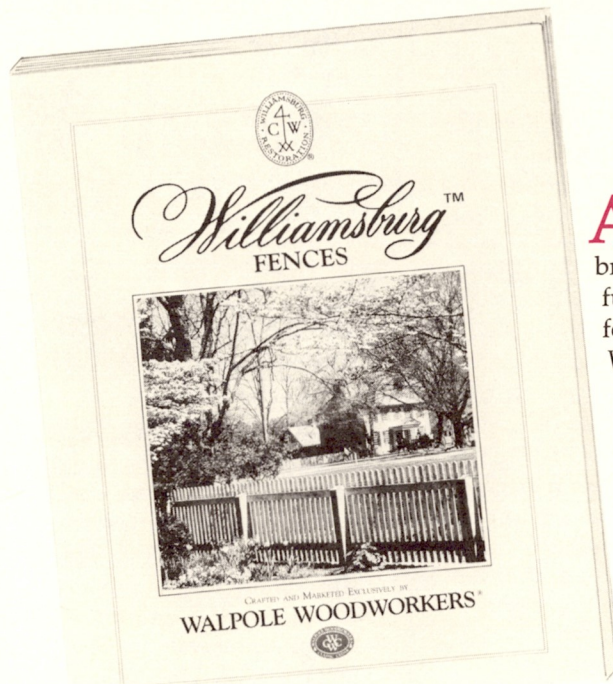
## Williamsburg Fences Newest Licensed Product

**W**ALPOLE WOODWORKERS, well known in New England for their commitment to fine craftsmanship and quality cedar, have introduced fences to the growing line of *Williamsburg* products for building and decorating the home.

In their spring 1990 newsletter, *Exteriors*, the company announced that it "is proud to be entrusted to faithfully reproduce the historic fences of Colonial Williamsburg. . . This license agreement represents another recognition of our dedication to excellence and reputation for quality."

The designs are based on eighteenth-century fences used in Colonial Williamsburg. Elegant architecture and fences distinctive in their symmetry, geometry, and formality are hallmarks of the Historic Area. Walpole has worked for over a year to perfect this elegance in one rustic fence, size adaptations of a pair of large wooden gates from the Governor's Palace, and four pale designs. The vertical members of fences that have come to be known as pickets were called pales in the eighteenth century.

Fences and gates will be made available in the near future to Williamsburg Shops for direct sales shipped via UPS and motor freight throughout the United States and Canada.

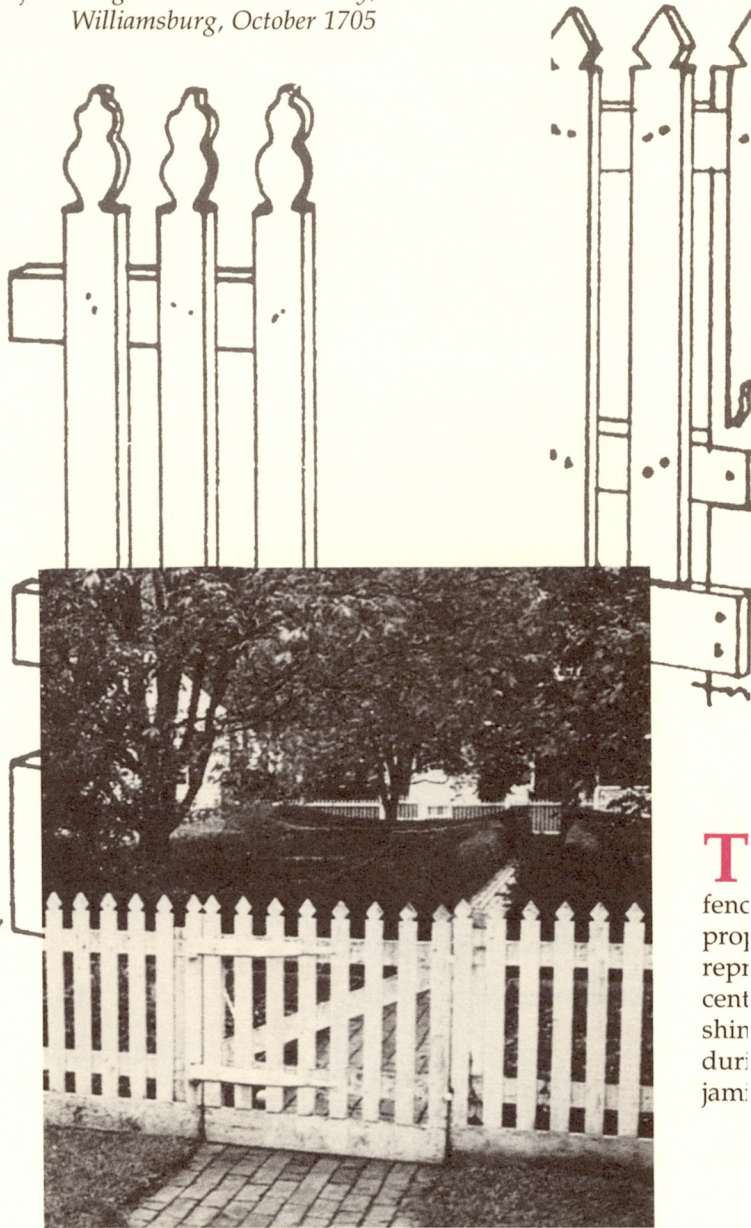
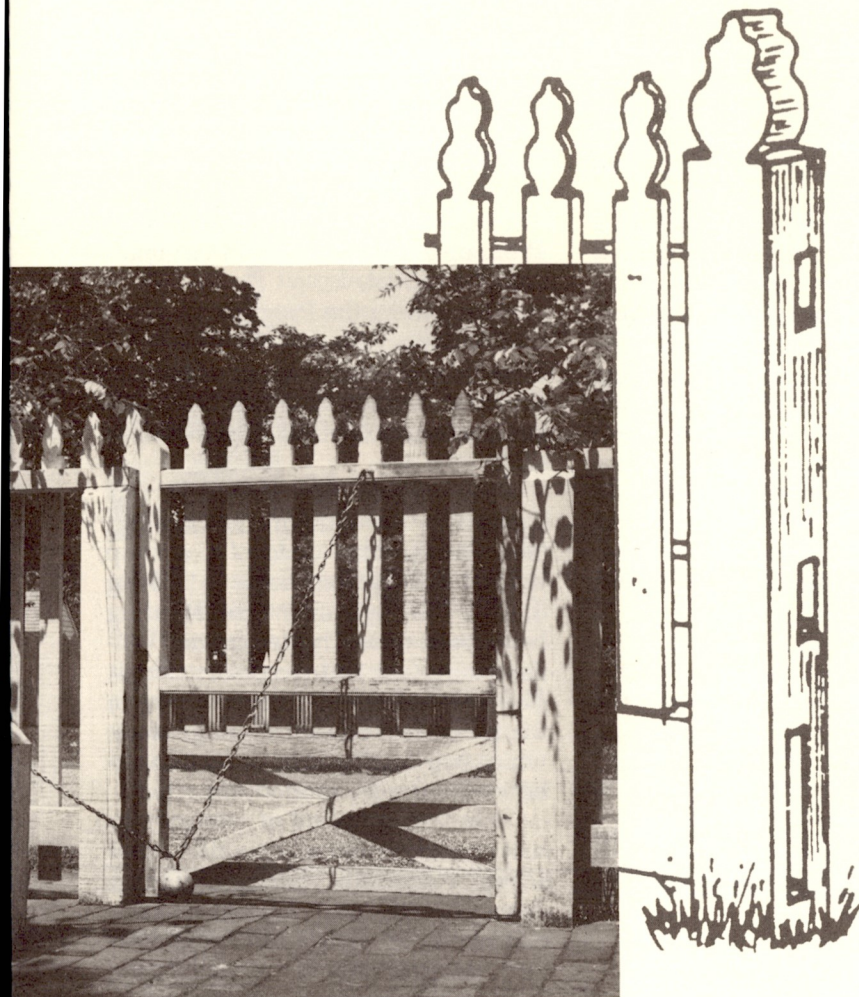


**A** six-page full-color brochure showing the full line of *Williamsburg* fences is available from Walpole Woodworkers, Inc., 767 East Street, Walpole, Massachusetts 02081.



**"E**very person having any lots or half acres of land, contiguous to the great street shall in close the said lots, or half acres with a wall, pails, or post and rails, within six months after the building, which the law requires to be erected thereupon."

*Act of the Virginia General Assembly,  
Williamsburg, October 1705*



**W**hen the restoration of Colonial Williamsburg began in 1926, great pains were taken to reproduce the design and method of construction of the fences used in the Historic Area as accurately as possible. A similar attention to detail has been exercised by Walpole Woodworkers.

The fence pales shown here on a gate at the Wythe House were based on an eighteenth-century fence from Robinson, South Carolina, which was given to Colonial Williamsburg and is in the architectural fragment collection.

**O**nly the finest quality lumber can make a superior quality fence. It begins with the careful selection of northern white cedar, a durable and decay-resistant species. Cedar has proven its advantages in outdoor elements far better than other commonly used wood, such as pine. The United States Forest Service lists northern white cedar among

**T**he fence project represents a significant contribution to the restoration of Colonial Williamsburg.



## Williamsburg Products Featured in Country Living



In the April 1990 issue of *Country Living* readers were invited to recall the simple comforts and genial flavor of a cozy colonial tavern in a two-page spread highlighting Williamsburg products. The spread utilized two photographs taken in Williamsburg for the new Williamsburg Reproductions Catalog.

Featured were *Christiana Campbell's Tavern* dinnerware by Homer Laughlin, the Printing Office Chandelier by Virginia Metalcrafters, the bird crock and jar by Rowe Pottery Works, "Powell Waller Red" paint by Martin Senour, airtwist stemware from Foreign Advisory, the stoneware pitcher by the Williamsburg Pottery, several pieces of furniture from Eldred Wheeler, and "Check," "Indian Chintz," and "Finch Stencil" fabrics by F. Schumacher. All in all, excellent exposure for many licensees of the Colonial Williamsburg Foundation!

The graceful tulip-top pales of a fence on the Benjamin Waller property in the Historic Area are reproduced from an eighteenth-century pale that was reused as angle lath and found in the attic during the restoration of the Benjamin Waller House.

Walpole fencing is considered among the most durable to stand up to the elements of spruce and fir. In fact, it is the most resistant to decay.







## Costumed Craftsmen Begin Restoration of Historic Courthouse Interior

The banging of hammers and the scraping of carpenters' planes at the Courthouse in the Historic Area signal a transformation as visitors enjoy a rare opportunity to witness the restoration of an original eighteenth-century building now in progress.

The interior restoration of the Courthouse is being performed by the Foundation's historic trades carpenters using tools and techniques of the period. The Foundation's blacksmiths, spinners and weavers, and bookbinders are contributing as well to the ambitious project.

As work progresses this summer visitors will have an opportunity to observe and talk to the craftsmen involved in the restoration of eighteenth-century fittings requiring the finely honed skills of cabinetmakers and joiners. They will be able to watch the carpenters construct a justices' bench,

sheriff's boxes, and lawyers' bars. The centerpiece of the interior restoration will be the chief magistrate's chair, a towering structure made by cabinet-

makers at the Anthony Hay shop in the Historic Area.

Following restoration of the interior to its appearance as an eighteenth-century working courthouse, reenactments and other interpretive programs will tell the dramatic story of eighteenth-century community justice and colonial Virginians' personal experiences with the workings of government.

In order to develop plans for the restoration of the Courthouse, the Foundation's historians did 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. The restoration plan that resulted reflects the emergence of local courthouses from plain, small structures of the seventeenth century to highly specialized structures in the eighteenth century with built-in fixtures and imposing exteriors.

The commodious brick building that has dominated Market Square for more than two centuries will soon serve as the only courthouse in the United States where visitors may see how local justice in the colonial period helped establish the rule of law in the new American nation.





## Williamsburg Products Supported with Local and National Coverage

To keep Williamsburg in the public eye, the Foundation's Department of Media Relations helps place stories about Colonial Williamsburg and the *Williamsburg Reproductions Program* in newspapers and magazines nationwide.

Many stories focus on travel to Williamsburg and the special programs and research that goes on here. Other features address a particular subject such as the *Williamsburg Reproductions Program*. The story topic is determined by the publication and often grows from our conversations with reporters and editors.

To promote the *Williamsburg Reproductions Program* we work closely with magazine writers and editors, stopping at their offices in New York. We have regular contact with home furnishing editors for such publications as *House Beautiful*, *Colonial Homes*, *Victoria*, *HG*, and *Country Living*. We provide information about the reproductions program and offer product samples the magazines can photograph for decorating stories.

Colonial Williamsburg also prepares press kits with background information releases on the Historic Area and the *Williamsburg Reproductions Program*. We deliver some press kits by mail. Others are picked up by reporters at markets and on visits.

You and your customers have probably seen the results. In an enthusiastic book review on January 28, the *Atlanta Journal Constitution* gave the new reproductions catalog its highest rating, five stars. More than seventy-five customers who ordered the book by telephone during the following week referred to the review.

*Southern Living Magazine* captured the magic of a snowy winter weekend here in the February 1990 issue of this regional publication with a circulation over two million. A story on Shields Tavern, home of the tavern china manufactured by Homer Laughlin, moved on the *Los Angeles Times Syndicate* in February and is being picked up by papers nationwide. In March, the gardens of Colonial Williamsburg filled an eight-page photo essay in *Horticulture*, a special interest magazine about gardening.

Colonial Williamsburg's efforts to keep its name in front of the public through the media are both dramatic and beneficial to those who participate in the *Williamsburg Reproductions Program*.



Four new stores have joined the Williamsburg Shops Program in recent weeks. *The Country Garden Colonials* in St. Joseph, Missouri, has been approved as a Williamsburg Gift and Accessory Shop. Somehow it only seems proper that this upper-end store located in the restored first capital of Missouri becomes associated with the Program that has its home in Virginia's colonial capital.

Also joining the Program as a Gift and Accessory Shop is *Shop Beautiful*. Situated in the bedroom community of Leawood, Kansas, *Shop Beautiful* stakes its claim as the oldest gift shop in Kansas City.

Back east, *William Spencer*, a fine accessories store in Rancocas Woods, New Jersey, and *Goddard's*, a shop housed in a restored home in Sinking Spring, Pennsylvania, near Reading have been officially designated Williamsburg Gift and Accessory Shops. The owners of *William Spencer* are in the process of rebuilding their store, which was destroyed by fire in December.

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