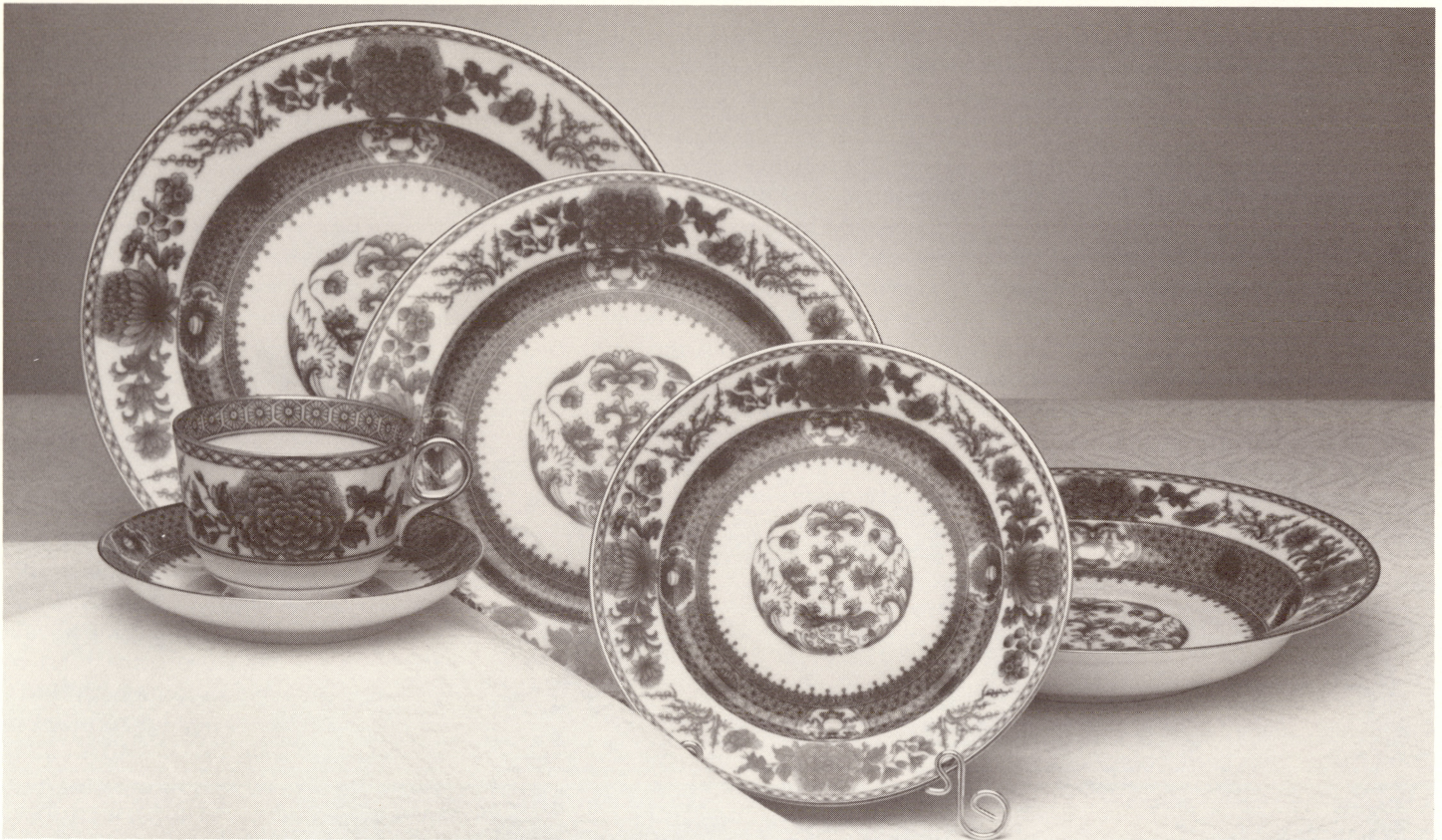


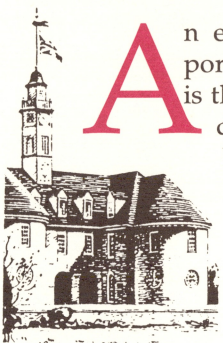
AUTHENTICITY AND QUALITY SINCE 1936

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

Introducing "Imperial Blue" New Dinnerware Pattern by Mottahedeh



Our new "Imperial Blue" dinnerware is produced by Mottahedeh & Co. Featuring a central flowered medallion, diapered (or latticed) shoulder, and floral sprays, the 5-piece place setting is shown here with the rim soup.



An eighteenth-century porcelain soup plate is the source of a new dinnerware pattern being produced by Mottahedeh for Colonial Williamsburg. The underglaze blue chinoiserie pattern will be edged in twenty-two carat mat gold.

Available mid-March, the porcelain dinnerware will include pieces for a

five-piece place setting—a dinner plate, salad/dessert plate, bread and butter plate, and a teacup and saucer. A rim soup will also be available. Serving pieces are slated for development in the future.

Group product manager Kris Fischer said, "We've wanted to add a blue and white pattern to our dinnerware assortment for a long time, and we expect this formal pattern, representative of eighteenth-century Chinese export porcelain, to be successful for us because the colors hold such wide appeal."

Made about 1730 in China for export to England, the rim of the antique soup plate bears a coat of arms, or armorial. (The armorial has been omitted from the dinnerware pattern.)

The study of Chinese export armorial porcelain is fascinating. From the end of the seventeenth century and for nearly one hundred years after, prominent families in England and throughout the European continent fervently ordered services of the fine Chinese porcelain with their family's coat of arms.

Continued on back page

An Expanding Universe

*"For I dipped into the future,
far as human eye could see,
Saw the Vision of the world,
and all the wonder that would be . . ."*

Alfred, Lord Tennyson

This spring brings the addition of three new products by Universe Publishing. Former associate product manager Valerie Norton developed the product and is especially pleased with the **1993 Map Engagement Calendar**. "This calendar's theme is very different from the floral/fauna subjects of past years," Norton said. "These maps reveal beliefs and knowledge about the world during the sixteenth, seventeenth, and eighteenth centuries. There are maps of Virginia, London, Africa, and many other places, and the details of map embellishments we've selected are just wonderful." Available in both hardbound and spiral bound versions, the calendar will appeal to both men and women.

The engagement calendar and the following two new products can be ordered this spring from Universe.

■ Three **Map Blank Books**, each with a different cover, will be sold separately. The colorful covers are taken from antique maps in the collection of the Colonial Williamsburg Foundation.

■ The introduction of the **1993 Folk Art Wall Calendar** coincides with the opening of the expanded Abby Aldrich Rockefeller Folk Art Center this May. Featuring a rich variety of objects from the collection, the format is particularly interesting. Each month's chart of days is accented with various antiques.

Currently available is another new product—the **Bowles Floral Book Set**. Packaged in a decorative slipcase, the set includes a book of days, an address book, and a blank book. The cover designs are details taken from three different John Bowles prints published in London probably about 1749 and now in the Hennage collection.



The cover of the 1993 Map Engagement Calendar is shown above. The inset shows a detail familiarly known as "Munster's Monsters." In 1550 Sebastian Munster intended the mythological creatures to be representative of the various lands and seas.

What's in a Trend? Possibly Free Publicity

Whether your advertising budget is large or small, Ken Kipps, manager of news and information services at Colonial Williamsburg, advises, "It is important to renew your editorial contacts with local publications—especially during difficult economic times." Editorial coverage is not only free but has a regular readership.

Daily newspapers often have a weekly column about *new products*. Find out who writes the column and let them know about your new best-sellers. Offer to loan them the product for photography and provide all the product information.

Think beyond new products to *trends*. What trends have you and your interior designers noticed in your area? In home furnishing/design magazines? In your customers' inquiries and buying habits? What products in your store fit those trends?

Call the home furnishings writer. Politely inquire if they're aware of this trend and mention how it came to your attention. Capitalize on the trend by planning an event or demonstration.

For example, stenciling and faux or distressed finishes are still popular. Schedule a demonstration using buttermilk paints by Stulb's Old Village Paint. Stulb has produced a helpful brochure about creating different paint finishes.

When planning the event, be prepared to emphasize the authenticity of the buttermilk paint colors. Invite your best customers, potential customers, and your editorial contact (whether a writer for home furnishings or do-it-yourself decorating.) This is a perfect picture-taking opportunity for the press. Have plenty of inventory on hand and be festive; serve refreshments such as gingerbread cakes and sparkling apple cider. After the event, be sure to display the paints and some painted samples with, hopefully, a copy of the



Faux finish samples made with Stull buttermilk paints are available to show customers at Craft House.

editorial article.

A final note: Please remember that editorial coverage is free and therefore unpredictable. If you receive a mention, an entire column—or no mention at all—be friendly, professional, and appreciative. Most important of all, don't give up. Developing a good relationship with the press *can* pay off.

Manufacturers Pull Strength from Cooperative Ventures

What's in a name? A recent study proved that the combination of the *Williamsburg* brand with our licensed manufacturers' names means quality and authenticity to the consumer.

To make the association even more effective, a move is on by manufacturers to overlap and utilize *Williamsburg* product lines in displays at trade shows and showrooms, in national advertising, and in special promotions.

As these cooperative ventures evolve, more detailed information will be provided.

Cider Sales Are Sparkling

If the proof is in the pudding, then sales are in the tastings. During the Craft House fall promotion, product manager Sara Flanary and Debbie Hunter, sales manager for Linden Beverage, offered tastings of the new sparkling apple ciders. Over the busy weekend, fifteen cases of the large bottles were sold.

Debbie Hunter suggests, "If you use one-ounce cups, there are twenty-five samples in one large bottle of cider, and about one out of three samples results in a sale."

Calvin Heikkila, manager, Craft House at Merchants Square, reports, "Sales have been so good we can't keep the cider in stock. In just two and a half months, we've sold almost fifty-four cases." Bottles of the cider were sold separately and featured in gift baskets.

Merchandise buyer Mary French

estimates that throughout Colonial Williamsburg retail stores, cider sales have exceeded projections by more than 200 percent.

Sales have been brisk as well for *Williamsburg Shops*. Phyllis Muresan, owner of Country Garden Colonials in St. Charles, Missouri, said, "We sold out of the large bottles of cider. The mulled cider sold better for us during the holidays (she included the cider in a festive tavern table display), and I'm planning to order the regular sparkling cider for the spring."

Peter D. Barter Inc. of Salem, Massachusetts, sold about half of his inventory during the shop's Christmas open house.

The light and bubbly apple ciders offer a festive, non-alcoholic option for party planners. (Rum can be added to warmed mulled cider for a special holiday touch.) Don't forget to include the regular sparkling cider in your spring and summer orders. And remember, small tastes can lead to big sales.

The large bottle of sparkling cider in a Stevens Linen wine bottle bag makes an inexpensive hostess gift. Place small bottles of cider in a tavern tote with matching tea towel and pot holder for another gift idea.





Sales figures for tavern products have been outstanding and reflect no sign of saturation. Customers buy multiples of their favorite design more often than they buy mixed design sets. Tavern sign mugs and plates by Homer Laughlin are shown here. The mugs are conveniently stackable.

Williamsburg Reproductions Catalog Marketing Strategies Work

Retail sales for the Williamsburg Reproductions catalog have increased due to a marketing strategy to emphasize the hardbound book as a gift. In the Historic Area, the catalogs are wrapped in "eighteenth-century" newsprint, tied with a string, and include an imprinted wax seal.

"Give a Gift of Williamsburg" signs in each Craft House are displayed with a reproductions catalog beautifully tied with a gold ribbon and bow. Stressing the catalog's strength as a "design resource" in signage has also helped sales.

Williamsburg Shops might want to adopt these strategies in order to sell the catalogs in their current inventory.

What's Hot/New

The peacock lap blanket and pillow design is available in a new colorway. The jacquard woven cream and beige colorway works well with neutral interiors as well as with dressier decors. (Goodwin Weavers) We suggest pairing it with our William and Mary bedspread by Bates.

Add the tavern sign mugs and plates to the growing and successful line of tavern products. (Homer Laughlin) Double old-fashioned glasses with sign designs for King's Arms and Chowning's Taverns are also available through Colonial Williamsburg Wholesale.

Just in time for spring, be sure to include the large tulip and small rabbit tote bags in your displays. (Stevens Linen)

The new Orrell House Limoges box captures the charm of Ann Bell Robb's art. Look for other designs in the coming months. (Kedron Design)

Eight new notecard designs illustrate the great interest in the natural world during the eighteenth century. The various designs—American partridge, summer duck, shells, butterflies, and botanicals—should appeal to women and men. (C. R. Gibson)

The oversized 10' x 14' Kerman "Vase" carpet and runner are expected to add to the sales excitement of this colorful new design. (Karastan)

Made of solid brass and rich mahogany, the Queen Anne desk accessories coordinate with the Queen Anne bookends. The eighteenth-century cipher design has been a best-seller since its inception as a trivet in 1950. (Virginia Metalcrafters)

Stevens Linen's Fruits of Success

Since 1989, Stevens Linen has added new designs and expanded their product assortment so that they've nearly doubled the number of SKUs in the Williamsburg line. Product manager Gail Burger said, "I know Stevens is pleased with national sales as well as the tremendous sales growth we've seen locally. Over the past two years, we've seen an increase of about 125 percent."

Burger continued, "Williamsburg Shops have a wonderful opportunity with the Stevens Linen line. The appeal of Williamsburg the place, good price points, and a line that's just plain pretty result in product that turns well."

What's new for this spring? The striking "July" Furber Fruit design will be a natural seller for kitchen accessories, and the popular alphabet design will soon include new placemats and a child's apron.

Here's a list of Stevens Linen/Williamsburg designs to consider when ordering. When available, remember to order the entire product assortment so that the design is fully supported.



The "July" Furber Fruit linen tea towel, pot holder, and large tote bag will be available this February. Watch for a chef's apron and a wine bottle bag to be added later.

- Alphabet
- Checked
- Eagle (tote only)
- Fruit Basket (wine bottle bag only)
- Furber Fruit
- Holiday Tree
- Hunt Toile
- Paradise Fruit
- Rabbit (tote only)
- Tavern Signs
- Tulip (tote only)
- Annual Calendar Towel



In a theater presentation, audiences follow this helmet from its discovery and conservation to its reproduction by a modern armorer. The headpiece dates from about 1580, but the visor and chin defense were added later.



Archaeology Adventure Unfolds

New Museum at Carter's Grove

The Winthrop Rockefeller Archaeology Museum at Carter's Grove opened this past summer to relate a twenty-one-year adventure to find and interpret one of America's earliest English settlements.

"Discovering Martin's Hundred" is the name of the permanent exhibit in the 7,000-square-foot underground museum at Carter's Grove. Conceived by retired Foundation archaeologist Ivor Noël Hume, the exhibit leads visitors through the 1619-1622 history of Martin's Hundred and its principal settlement, Wolstenholme Towne, and the story of the lost town's discovery through archaeology.

The exhibit unfolds like an adventure story with opportunities for visitor interaction. Peering through a magnifying glass, visitors can see a seventeenth-century button possibly from a bricklayer's jacket. They can inspect the first intact face-covering helmets found in North America, and at the touch of a button see them as they must

have appeared new and shining.

From the twilight over London at the exhibit's start to the smoldering ruins of Wolstenholme Towne at the end, the museum makes use of artifacts uncovered on the site, detailed models, and reconstructive paintings that show what the archaeological finds looked like when whole.

Visitors pass through the exhibit and then exit where a path leads to the partially reconstructed Wolstenholme Towne site, the museum's ultimate artifact.

The history of Wolstenholme Towne

is woven throughout the archaeological story. The first Martin's Hundred settlers reached Virginia in 1619, twelve years after the settlement of Jamestown, and established their foothold on land that would not be known as Carter's Grove for another century. The main settlement of Wolstenholme Towne was erected in 1620 and largely destroyed in the tribal uprising of 1622.

In 1970 a preliminary archaeological survey by the Colonial Williamsburg Foundation, the new owner of Carter's Grove, showed evidence of occupation on the site during the early 1600s. The first traces of Martin's Hundred were exposed in 1976. This discovery prompted the National Geographic Society to join Colonial Williamsburg in underwriting excavations from 1977 until 1981. The project was chronicled in two *National Geographic* articles, a video documentary, and a prize-winning book *Martin's Hundred*.

The museum is named for Winthrop Rockefeller, chairman of the Foundation's board of trustees from 1953 until his death in 1973. The construction was financed through a grant from the Winthrop Rockefeller Charitable Trust. The exhibits were largely underwritten by a major grant from the National Endowment for the Humanities with additional assistance from the National Geographic Society and private supporters.



The audio recording at the standing case explains how archaeologists assemble pottery shards. At the back wall, visitors can peer through a diver's mask to see a shipwreck being investigated—another technique used to learn more about excavated fragments.

Continued from first page

The enameled coat of arms, underglaze blue, and overall design help to date and place the origin of the antique. The underglaze blue required firing temperatures that pinpoint the potters of Ching-tê Chên as the makers of the circa 1730 soup plate.

Williamsburg SHOP NEWS

Lou Edens, owner of The Fifth Season in Mt. Pleasant (Charleston), South Carolina, has moved her *Williamsburg Shop* to her new retail store, **Museum Collections**.

The roster of *Williamsburg Shops* continues to grow with the following new shop additions. All are interior design shops with the exception of J. T. Muesing in Indianapolis which is a gift/accessory shop.

CONNECTICUT

English Furniture, Hamden

FLORIDA

Albert Hugo, Jacksonville
Rex & Bryant King, Tampa

ILLINOIS

Plunkett Furniture, Lombard
Richard Honquest, Barrington

INDIANA

J. T. Muesing, Indianapolis
Kittle's, Indianapolis

KENTUCKY

Stoess Manor, Crestwood

NEW YORK

Bloomingdale's, New York
Nelson Ellis Furniture, Binghamton

MASSACHUSETTS

Cabot House, Haverhill

MICHIGAN

Hudson's, Southfield

NEW JERSEY

Gasior's, Belle Mead
Greenbaum's, Paterson

OHIO

Lombards, Columbus
Warner Interiors, Westlake

SOUTH CAROLINA

Them Furniture, Charleston

TENNESSEE

Bradford Showroom, Memphis

VIRGINIA

Colony House Furniture, Arlington

WISCONSIN

Betty Johnson Interiors, Kohler

Product Staff Changes

Associate product manager Valerie Norton has left the Colonial Williamsburg Foundation to pursue other interests, most importantly the "development" of her best reproduction to date—Alexandra Covington Norton. We wish Valerie the best and welcome Rebecca Rhyne as she joins the product management staff.

Bill Layton, wholesale sales representative, is taking early retirement effective March 1. Bill has been with the Foundation since 1984 and has been in wholesale for the past six and one-half years. He will be missed.

Marina Ashton is now director of wholesale and corporate markets. Formerly the director of museum shops, Marina worked with the *Williamsburg Shops* program this past year and is looking forward to helping Shops with their wholesale orders. You can reach Marina by calling (804) 220-7178.

Kudos To . . .

. . . "The Hennage Collection of American Antiques." More than 100 examples of extraordinary craftsmanship in furniture, ceramics, silver, maps,

and toys were on display at the DeWitt Wallace Decorative Arts Gallery. The objects belong to Mr. and Mrs. Joseph Hennage. Mr. Hennage is president of Highland House Publishers, Inc., a licensed manufacturer of *Williamsburg* prints.

. . . the Williamsburg Inn, Williamsburg Lodge, and the Cascades for being awarded their seventh consecutive Pinnacle Award by *Successful Meetings* magazine. Readers bestow the award by voting on the twenty-five best meeting hotels in five regions of the U. S. and in two international groupings.

Colonial Williamsburg Continues to Attract National Attention

ABC's "Good Morning America" broadcast from the Historic Area on December 9 with taped footage from the previous evening's Grand Illumination. Co-host Charlie Gibson covered holiday decorations, study visit programs for students, and more. In addition, this is the fifth consecutive year that Colonial Williamsburg has decorated the set of the nationally televised morning entertainment program. The number one rated show is viewed by more than six million households.

Comments/Suggestions

Comments and suggestions for making this newsletter more effective are 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.



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