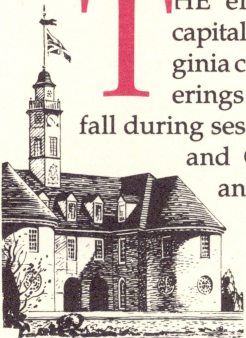


*A newsletter published by the Colonial Williamsburg Foundation for its Licensed Manufacturers and Williamsburg Shops*

## Market Days Have Been Revolutionary for Over 200 Years



**T**HE eighteenth-century capital of England's Virginia colony hosted gatherings each spring and fall during sessions of the courts and General Assembly and during semiannual fairs. Virginians who lived along eastern tidal waterways or across the rolling

Piedmont to the Appalachians came to Williamsburg to see and talk about the latest fashions in everything from politics to textiles and theater to furniture. Along Duke of Gloucester Street, shops and open-air markets touted the finest wares produced locally or imported from the other colonies and Europe. While wrestling and greased pig chasing contests took place in the busy street, taverns were brimful of patrons discussing revolutionary issues and directions.

"Market Square was filled with people during those busy days," Bonnie Penney, Historic Area stores product manager, said. "We have referred to primary documents such as early newspapers, store records, and diaries to recreate the excitement of the marketplace in the Historic Area stores and in Market Square. In eighteenth-century Williamsburg most of the activity in the square was probably devoted to food and household items brought into town by local farmers. However, many English fairs of the same period were extensive international markets. During fair time, London streets overflowed with merchants who traveled from all over Europe to peddle their wares. Venetians came with wares from the East,



*At eighteenth-century market days, re-created for visitors to Colonial Williamsburg, buyers examine household items for sale. During market days in High Point, buyers who visit Mottahedah's showroom will admire new additions to the Duke of Gloucester dinnerware pattern.*

Italians with silks and velvets, and Spaniards with iron. Many London street names, like Poultry Street, Ironmonger Lane, and Bread Street, reflect the fact that particular trades congregated together as we do along streets in High Point."

There is a strong temptation to compare these traditional eighteenth-century markets to market days in High Point, N. C., today, where the town is brimful of people anxious to see and discuss the latest in new products, fashions, and trends. The popularity of Mottahedah's Duke of Gloucester dinnerware suggests that revolutionary design from two hundred years ago can create just as much excitement in the marketplace today.

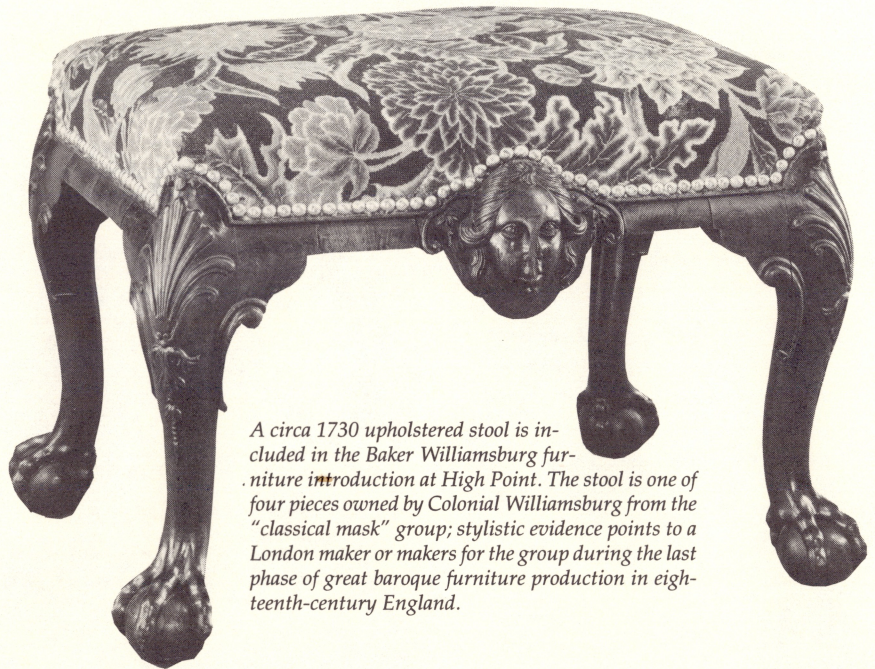


## Baker Williamsburg Furniture Collection Grows

Baker Furniture will introduce ten new pieces to the Williamsburg Furniture collection at the October High Point Market. Most of the pieces are relatively small in scale and can be used in many different rooms in a home. Product manager Kris Fischer said, "This is an exciting introduction. I am particularly pleased with the breadth of styles the grouping represents. As our line with Baker continues to grow, diversity is truly becoming a hallmark of the Williamsburg collection."

The introduction will include a Philadelphia dressing table, a New England tea table, a gentleman's tool chest that serves as a silver chest today, a bold Massachusetts chest of drawers, and Baltimore arm and side chairs, all in mahogany. Two early eighteenth-century pieces add diversity to the grouping: a desk with bun feet in walnut and an upholstered stool with classical mask in mahogany.

Two pieces in the collection represent a much later nineteenth-century style than is often associated with Colo-



*A circa 1730 upholstered stool is included in the Baker Williamsburg furniture introduction at High Point. The stool is one of four pieces owned by Colonial Williamsburg from the "classical mask" group; stylistic evidence points to a London maker or makers for the group during the last phase of great baroque furniture production in eighteenth-century England.*

nia Williamsburg. A burl walnut card table and a cherry, satinwood, and rosewood commode represent the collection of the Rockefeller family. The original pieces are located in their former

Williamsburg home, Bassett Hall. A label found in the commode states that it was owned by British World War I era poet Rupert Brooke when he lived at "The Orchard" in Cambridge.

## Challenging Herati Design Rug Discussed by Products Review Committee



Karastan designer Wayne Alcorn brought woven samples of the company's newest Herati design rug to the Colonial Williamsburg Products Review Committee in late August. Alcorn explained that the rug is the most challenging design in their collection of Williamsburg rugs because of the complexity of the tightly knotted design. This traditional pattern, popular in sixteenth- and seventeenth-century eastern Persia, features several systems of spiraling vines that spring from the center of the field bearing flowers, buds, and leaves.

Karastan was able to capture the design and color complexity of Colonial Williamsburg's Herati to the satisfaction of the Products Review Committee. With their approval, Karastan will finalize the design for introduction in January.

*Wayne Alcorn and product manager Gail Burger discuss complexity and colors of Herati design with Colonial Williamsburg Products Review Committee members.*

## Summitville Adds Three Delft Tile Series

Governor's Palace Delft, English Bouquets, and Avian Whimsy join the Macaroni tiles to round out Summitville's offering of decorative ceramic tiles based on eighteenth-century examples from Colonial Williamsburg.

The Governor's Palace Delft series, introduced in the summer, is based on tile fragments unearthed on the Palace grounds. The original Governor's Palace burned to the ground in 1781 while it was being used as a hospital by American forces following the siege of Yorktown. Today, visitors to the reconstructed Governor's Palace can see some of the original fragments along with similar period tiles set in a fireplace in the large bedchamber over the dining room.

English Bouquets and Avian Whimsy are both polychrome series in shades of blue, yellow, green, and rust featuring stylized floral bouquets and fanciful birds. One document tile from each



*Eighteenth-century English delft tile decorations have been re-created on ceramic tiles for fireplace inserts and other architectural applications.*

series is in Colonial Williamsburg's study collection of English delft tiles.

Each series includes twelve different 5" x 5" tiles and one 5" x 10" stretcher tile for fitting purposes. Summitville produces a price bulletin on each series with historic information and specifications. A plain or "field" tile number also is identified on the bulletin so customers may set tiles in a more spacious pattern.

## Schumacher's Renaissance Wall Covering Collection Debuts

Schumacher introduces its Renaissance wall covering collection to the market this fall. The collection includes many traditional Williamsburg wallpapers in new colors to coordinate with the Renaissance fabric collection introduced in the spring.

"One of the most spectacular and popular patterns is sure to be Botanical Chintz and its companion Botanical Porcelain border," Gail Burger, product manager, said. "The fresh colors and wonderful botanical designs plus the timely trompe l'oeil effect with the porcelain plates make this design group my favorite!"

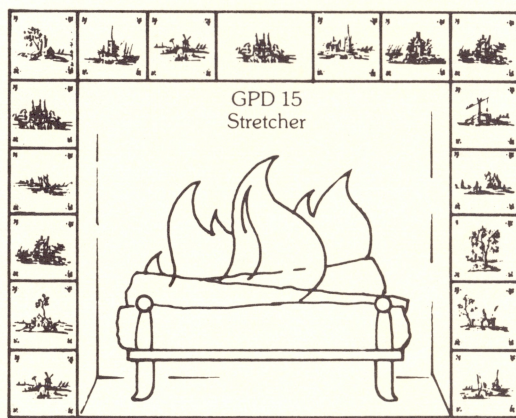
## Fall Promotion Planned at Craft House

Licensed manufacturers will pitch in again this year during the annual fall sale at Craft House with exhibitions of their crafts and promotional pricing.

"While promotional pricing continues for thirty days, the weekend of October 17 and 18 will be highlighted by special programs since so many people will be in town for Homecoming events at the College of William and Mary," Rita Joyner, director of museum stores, said.

Among the showcased events will be mini-brass foundry demonstrations by Virginia Metalcrafters and tastings by Tavern Foods licensees. Craft House staff will demonstrate apple cone decorating techniques. Design studio staff will be on hand to help customers with their selections of Baker and Dimes furniture and Schumacher wall coverings and fabrics.

### What Is a Stretcher Tile?



Not all fireplaces are designed alike. When the centerpiece spacing is larger than 5" x 5" use the 5" x 10" stretcher tile. Cut the appropriate amount from the left and right sides of the stretcher to fill the remaining space.

## Many New Pieces Available in Williamsburg Informal Line

Coordinating an informal look with Williamsburg Reproductions has never been easier with products from D. R. Dimes, Period Lighting, Stulb, Summitville, and Claire's American Classics. Visitors to Colonial Williamsburg see how the informal style of craftsmen's homes and tavern rooms contrasts with the formality of the well-known Governor's Palace or George Wythe House. Many come away with a new appreciation for the casual elegance of informal settings. They feel relaxed and at home in these surroundings.

D. R. Dimes' classic trestle table with Windsor chairs looks great beneath Period Lighting's new Cole Chandelier that features a turned wood center. D. R. Dimes has a new tiger maple mirror too. Painted surfaces set off a more casual look, and Williamsburg Buttermilk Paint Colors by Stulb are just right for faux finishes. Accessorize with weather vanes, decoys, baskets, samplers, and pottery.

New Williamsburg Reproduction products enliven casual settings. Decorative tiles inspired by English polychrome delft tiles look perfect alone or in a fireplace surround. Elements from



*D. R. Dimes' trestle table and Period Lighting's Cole chandelier are featured in this informal setting.*

folk art bed coverings, sign boards, and frakturs have lent their decorative charm to hooked rugs by new licensee Claire's American Classics.

With these and other new ideas from Williamsburg, customers will be reminded of their stay in one of the Colonial Taverns along Duke of Gloucester Street!

## Popularity of ABC Products Continues

Those whimsical hotchpotch alphabet characters continue to charm customers in new cotton napkins to go with Stevens Linens ABC place mats. An address book from Gallison and a counted cross-stitch sampler from JCA, Inc., continue the ABC new products theme.

ABC products make wonderful gifts for teachers and children, but the fun-loving eighteenth-century characters and their bright colors have a universal appeal.



An instructive and comical 1770 print made for London printseller Carington Bowles of figures bent in alphabet shapes has been reproduced by Colonial Williamsburg and has inspired many popular companion products.



*Claire Murray's catalog explains that her hooked rugs are "a reflection and celebration of America." Our newest licensee continues that tradition with this rug, inspired by a fraktur in the Abby Aldrich Rockefeller Folk Art Center collection. Williamsburg Shops interested in an in-store demonstration should contact Claire at 1-800-252-4733.*

Williamsburg  
SHOP  
NEWS

Several fall promotions have been held in Williamsburg Interior Design Shops. September events were hosted by **Brewster and Stroud** in Chagrin Falls, Ohio, and **Porters** in Racine, Wis. **Marforth Showroom** in Pittsburgh, Pa., **Masins** in Seattle, and **Fowler's Furniture** in Chattanooga, Tenn., plan October promotions highlighting Baker's Williamsburg furniture collection. **Betty Johnson Interiors** in Kohler, Wis., is planning a November promotion of Baker furniture. Many of these events will feature Virginia foods and the new Tavern Food products. Costumed performers like Williamsburg shopkeeper Robert Greenhow will appear, and lectures on Colonial Williamsburg topics will be given by Jess Behringer, director, Williamsburg Shops Program, and Liza Gusler, consulting curator.

Williamsburg Gift and Accessory Shops also find fall the perfect season to promote Williamsburg products. **Dilworthtown** in West Chester, Pa., will feature Claude Jones, Williamsburg area floral designer, on November 8. The **Ferrell Shop** in Oak Ridge, Tenn., is planning a fall promotion November 9.

Two neighboring Williamsburg Shops, **Virginia Born and Bred** in Lexington and **Salem Creek** in Roanoke, Va., are planning back-to-back promotions. Sue Rountree will sign her book, *Christmas Decorations from Williamsburg*, on a consecutive Saturday and Sunday closer to Christmas.

**J. T. Muesing**, a Williamsburg Shop in Indianapolis, will be mentioned in the November issue of *Ladies Home Journal*. Staff from the store used Mottahedeh's Duke of Gloucester dinnerware and Kirk Stieff's Williamsburg Shell sterling silver flatware in table settings for Indianapolis's **Dream House**.

## Williamsburg Fabrics by Schumacher Perfect as Window Treatments



*"Draw-up festoons," an eighteenth-century window treatment, are a fashionable way to incorporate period design in modern homes.*

Colonial Williamsburg's consulting curator Liza Gusler suggests incorporating period design in window treatments like pull-up shades or "draw-up festoons." They were popular in the eighteenth century, and they provide a perfect decorating solution in today's home.

Gusler made draw-up festoon curtains with Schumacher's Williamsburg Morning Glory fabric in document red. Lengths of fabric were lined and hemmed and rings were hand-sewn in

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**Baker Knapp & Tubbs Showrooms** in Los Angeles, Dallas, Houston, Cleveland, Minneapolis, Troy, Mich., Atlanta, and Dania, Fla., are planning fall events to introduce Baker's Williamsburg Furniture collection.

Williamsburg Shop owners can send news and black-and-white photographs of successful fall promotions for publication in our next newsletter. Send news about past or upcoming events to Jess Behringer, Shirley Epperly, or Sara Flanary.

place. Inspired by the design on an eighteenth-century tea table made in Williamsburg, her husband, Wallace, Colonial Williamsburg's director of conservation, carved the rococo ornament on top of the molded valance. Both were then covered in the same fabric.

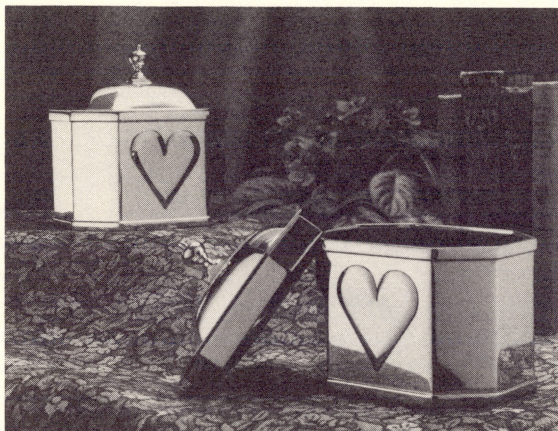
"The mistake most people make in designing draw-up shades is not to use enough fabric," Ms. Gusler said. "You need at least ten feet of length to make the poufs and the design correct." She estimates the width as two-and-one-half to three times the width of the window. See page 143 of the Williamsburg Reproductions Program catalog for more information about "draw-up festoons."

Gusler also made place mats and napkins from the cartouche on Williamsburg Carolina Toile that complement Williamsburg bone china pattern "Bianca" by Wedgwood. She also chose Martin Senour paint, Bracken Tenement Biscuit, for the woodwork and Schumacher Lotus Damask wall covering in white on white. A Friedman Brothers looking glass completes the setting.

## New Heart Box and Frames Offered By Kirk Stieff

Kirk Stieff will introduce four new Williamsburg products in November, including a size adaptation of the popular Heart Box. The smaller size box will complement the larger box and look elegant on a vanity or small desk. As with the larger box, the brass heart can be engraved. The larger Heart Box is an exact reproduction of a circa eighteenth-century pewter tobacco box in the Foundation's collection of antiques.

Three new pewter frames are inspired by borders around the Furber fruit prints. On the original prints, rococo shell, cartouche, and lattice designs were drawn like frames around the displays of fruit for the months of November and May. The cartouche design frame can be engraved with one letter. All three frames are in the most popular 4" x 6" format and come with a mat to accommodate 3 1/2" x 5" photographs.



*The heart box has been Kirk Stieff's most popular Williamsburg product. Customers who purchased one as a wedding gift can follow up with the smaller box for an anniversary.*

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### Comments/Suggestions

Comments and suggestions for making this newsletter more effective are welcome. Write: Product Management Office, Colonial Williamsburg Foundation, P. O. Box 1776, Williamsburg, VA 23187-1776.

## Products Staff News

The product management department bids a fond farewell to marketing copywriter Pam Simpson, who returned to her native Texas in July. Pam will manage a ranch office in the Dallas area and continue to write on a freelance basis. Pam contributed many hours to writing Williamsburg's mail order catalogs and product tags, always seeking fresh information and the turn of a phrase that would spark customers' interest.



Sara Flanary moved into the copywriter position in August. Sara has worked with many licensees over the last eight years as product manager. Please contact Sara with suggestions or questions about the product tag program, copy for the mail order catalogs, and the Reproductions Program newsletter.

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### 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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