


AUTHENTICITY AND QUALITY SINCE 1936

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

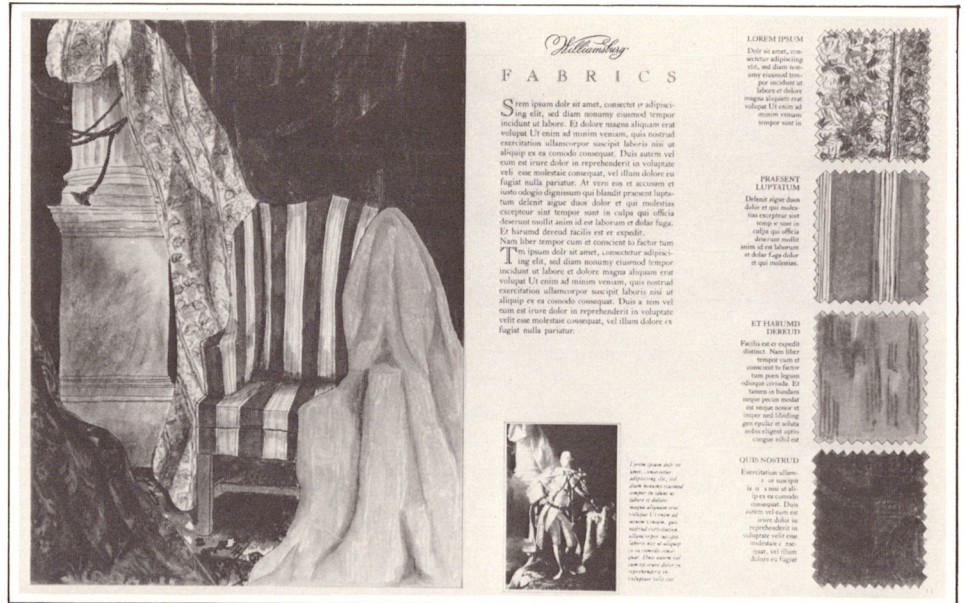
New Williamsburg Reproductions Catalog Underway



The layouts have been created, the photographs taken, and the copy written for the all-new **WILLIAMSBURG Reproductions Catalog** due out this fall. The 320-page book will feature all-new full-color photographs of the more than three thousand products that bear the Williamsburg trademark.

Development of this new publication began many months ago with a critical review of the current catalog. Williamsburg Shops representatives were asked to complete a lengthy questionnaire designed to identify the beneficial and problematic aspects of the "blue" catalog. Based on this initial review changes were planned, some subtle and some dramatic. Each change is designed to make the catalog easier to use and to emphasize the versatility of Williamsburg home furnishings and decorative accessories.

A "wish book" extraordinaire, the catalog will include straightforward product shots, inviting product groupings, close-up photographs, and distinctive room settings. Whenever possible the merchandise is shown in use, for, as the catalog designer noted in her bid for the million-dollar project, "when a reader is shown the merchandise in use, she is given not just an image of the product but a series of associations with it as well, and she is more able to imagine herself using it, more likely to purchase and be satisfied with it.



One of the first steps in the development of the new catalog was the preparation of preliminary layouts like the one seen here. This layout introduces the fabric section and features fabrics in a dramatic arrangement that mimics the composition of a painting of King George III on display in the DeWitt Wallace Decorative Arts Gallery.

This kind of image can build a bridge in her imagination between the merchandise and her home."

Beautiful, evocative room settings are scattered throughout the book. Jackie Smith and Anne Gray from the Craft House Design Studio created rooms that feature a decidedly period look and feel. To highlight interiors using Williamsburg reproductions in contemporary settings, noted interior designers Mariette Gomez and Gary Crain each created a number of rooms. The room setting photographs, like the catalog itself, will be powerful selling tools for the Williamsburg Shops.

Each chapter in the new catalog will open with a short essay written by a member of the Foundation's curatorial staff. Their comments on subjects as diverse as period style and how to reproduce and install period bed hangings will insure that the cat-

alog is not only visually entertaining but also informative and authoritative. Never before has a Williamsburg catalog tied the appeals of our buildings and collections so closely to our products. The ability of the place and programs to help sell the products is a strong theme throughout.

Now, while preparation of the catalog is in its final stages, Williamsburg Shops representatives should begin their promotional planning. Ad slicks are being readied and counter signs fabricated. Shops needing assistance in planning special events to promote the new catalog should call the Williamsburg Shops Program administrative office (800) 63-SHOPS or Kate Karsen (804) 220-7531. There is no time to waste. The catalog, as elegant as the merchandise and as appealing as Colonial Williamsburg itself, is due out in early October.



An assortment of enamel boxes grouped with the *Williamsburg* brass box from Virginia Metalcrafters.

Selling Enamel Boxes

Although enamel boxes are small, they have a large appeal to many customers who find box collecting a fascinating hobby. Crummles and Company's English enamel boxes entice not only collectors but anyone who is attracted to their charm and quality.

Because enamel boxes are so small, creating an exciting display requires some special considerations. Calvin Heikkila, manager of the *Williamsburg* Inn Gift Shop, uses a glass case near the cash register to house his selection of boxes. In this way the boxes are in a highly visible location but are still protected. In his 519-square-foot shop, Calvin sells approximately 150 enamel boxes per year. To be successful with the boxes, he feels that it is important to have a large variety of boxes on display. Boxes of different sizes, shapes, colors, and designs make an impressive showing and appeal to a wide variety of purchasers.

Suggesting creative ways to use enamel boxes will enhance their appeal. Since the designs available range from the beautiful new Christmas Tree box to the majestic Govern-

nor's Palace box, their uses are limitless. An enamel box is perfect for holding a special memento, such as a lock of hair, baby's first tooth, or even an engagement ring. The *Williamsburg* enamel boxes with verses, "Trifling is my Present" and "This Trifle tho Small," are especially appropriate for holding a romantic piece of jewelry. An enamel box given as a gift is a cherished keepsake, something to be handed down from generation to generation. Because of the varied designs and sizes, it is easy to find a box tailored to the person, the need, or the occasion.

Finally, the unusual history of small enamel boxes can be a selling tool. In the eighteenth century small boxes were used to hold face "patches," bits of oval, round, or even heart-shaped fabric used as decoration on a lady's face. Boxes in the eighteenth century featured designs similar to those available today; several of the Crummles boxes are adaptations of enamel boxes in the collections of Colonial *Williamsburg*. Even the way the boxes are produced, with painstaking detail and care, is reminiscent of their creation in the eighteenth century.

The beauty, history, and quality of Crummles English enamel boxes make them a gift for all seasons and an exciting addition to your *Williamsburg* Shop.

Seminar and Trade Show Held in May

In early May, representatives from fifty-seven *Williamsburg* Shops across the United States attended the Twenty-Fifth Annual *Williamsburg* Shops Seminar and the second Licensed Manufacturers Trade Show.

The seminar officially began with a hearty evening meal at Shields Tavern. The following morning, Jess Behringer presided over a sales meeting highlighted by presentations by Pam Marker for C. R. Gibson, Edwin Stulb from Stulb Paint Company, and Michael Harman and Tom Lanier from Goodwin Weavers.

While the sales meeting went on upstairs in the *Williamsburg* Lodge Auditorium, the licensed manufacturers worked feverishly downstairs to ready their booths for the afternoon trade show. Executives and sales representatives from thirty-three companies were on hand to answer questions, show Shops representatives new products, and, most importantly, write orders.

The day's activities concluded with a festive dinner and awards presentation. Award winners are pictured here.

Cathy Billington from Valley Furniture Shop, Inc., in Watchung, N. J., accepted two awards from Jess Behringer—the 1988 Sales Growth Award for an Interior Design Shop and the 1988 Accessories Sales Achievement Award.





Jernigan's Gallery in Atlanta, Ga., and Frost and Budd Ltd. in Minneapolis, Minn., tied for the 1988 Gift and Accessory Shop Best Presentation Award. Jess Behringer presented Stella and Fred Jernigan with their award certificate at the Monday night dinner; representatives from Frost and Budd Ltd. accepted their award in absentia.



Carolyn and Doug Gomez of Mastercraft Interiors were honored with the 1988 Best Presentation Award for an Interior Design Shop. Their three Williamsburg Shops are located in the Washington, D. C., area.



Bill Scott and Mark Showell from J. Conn Scott Furniture in Selbyville, Del., were honored with the 1988 Furniture Sales Achievement Award.

Williamsburg
SHOP
NEWS

On May 10 and 11, 1989, the owners and staff of Toms-Price in Wheaton, Illinois, hosted a black-tie party to celebrate the grand opening of their Williamsburg Shop. Over 1,700 customers attended the first two days of the planned festivities.

On arrival customers were welcomed by the Wheaton Fife and Drum Corps and escorted by the outstanding sales staff to browse the 750-square-foot Shop. The presentation includes dining room, living room, and bedroom settings surrounded by vignettes filled with a wide variety of Williamsburg reproductions.



After viewing the Williamsburg Shop and making purchases, guests attended a catered reception complete with a string quartet.

The celebration continued with special events taking place throughout May and into June. David and Denise Price, Wendy Steward, and Tom Routenberg organized an outstanding kickoff promotion.

If you are in the Chicago area, please take the opportunity to visit Toms-Price, a noteworthy addition to the Williamsburg Shops Program.

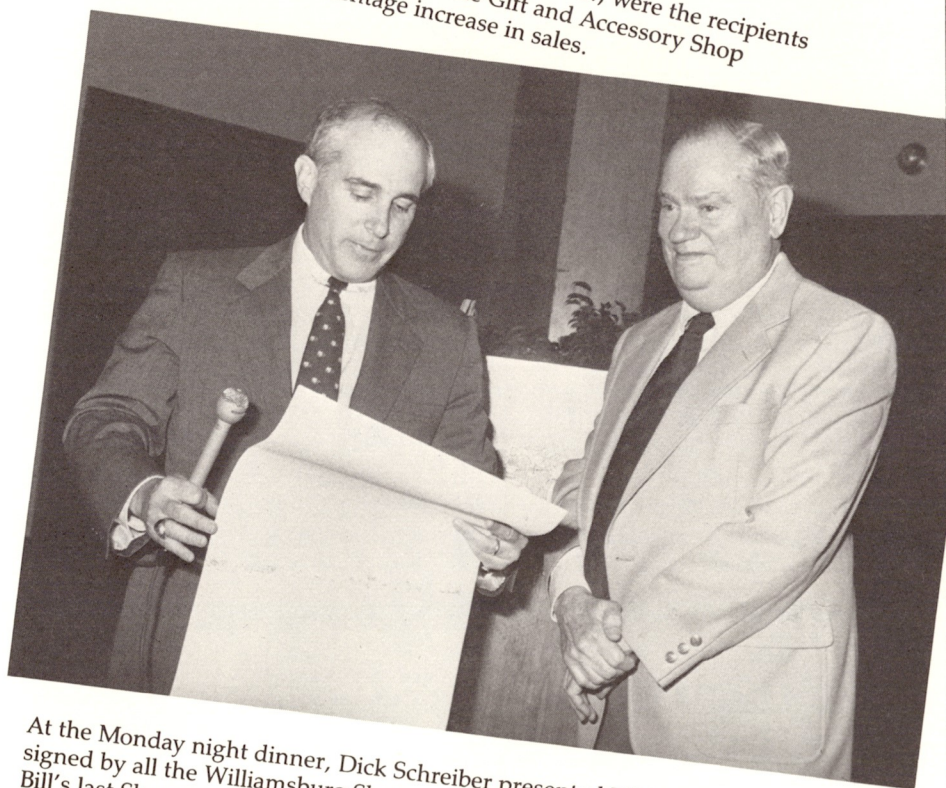
Did You Know

Popular videos on Colonial Williamsburg—its products, exhibition buildings, crafts, and decorative arts collection—can be borrowed from the Williamsburg Shops Program administrative office. These films are an excellent way to share the story of Colonial Williamsburg with your employees and customers. For a list of the videos available, write or call: Shirley Epperly, Colonial Williamsburg Foundation, P.O. Box C, Williamsburg, Virginia 23187, (804) 220-7494.

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Jim and Harriet Cozart of Cozart's, Inc., Raleigh, N. C., were the recipients of the 1988 Sales Growth Award given to the Gift and Accessory Shop that generated the highest percentage increase in sales.



At the Monday night dinner, Dick Schreiber presented Bill Murphy with a scroll signed by all the Williamsburg Shops representatives in attendance. This was Bill's last Shops Seminar. On May 31 he retired after more than twenty-five years of service to Colonial Williamsburg and the Shops Program.



A cascade of pillows featuring folk art fabrics—"Talcott Stripe," "Fruit Theorem," "Country Garden," and "Grape Arbor."

Coordination Clout

A wonderful combination of folk art-inspired fabrics in jewel-like colors made into pillows was the beginning of the merchandising story told by F. Schumacher at the trade show held in May in Williamsburg. Lydia Irwin, design director for the Home Fashions Division, with the help of the rest of the Schumacher team did a superb job of demonstrating the coordination clout of the new collection.

Not only do the new folk art fabrics work well together but they mix well with several wallpapers that are part of a new informal book Schumacher will introduce in September. The addition of bandboxes in a variety of old and new wallpaper patterns reminded us that the wonderful storage containers used by our forefathers are novel products to sell as well as helpful vehicles to show wallpaper and fabric coordination.

Decorative pillows have come into their own in the marketplace and are being sold and displayed in interior design stores as well as gift shops around the country. Schumacher has made purchasing easy by creating winning pillows that combine picto-

rial fabrics with special sewn details.

The pillows will have instant acceptance in a Williamsburg Shop if used to build a vignette. So start with a combination of pillows that portray a color story and add other informal accessories such as a small painted wood-grained theorem from J. J. Kormann & Son, a new decoy from The Decoy Shop, a Windsor chair from Eldred Wheeler, and even a Goodwin Weavers' Williamsburg lap blanket.

You will be pleased with the excitement that can be created by combining these new and old fabrics and wallpapers in a display that sells not only the wallpaper and fabric but other products too. Schumacher's display at the trade show was not a sleight of hand but rather a bit of merchandising magic played out with rich new fabrics and vibrant new wallpapers.

Product Tags Are on Their Way

By the end of the summer the Foundation's licensed manufacturers will be shipping their Williamsburg products with new product tags. The

single-fold maroon tags feature the Williamsburg script logo in gold on the cover and educational information inside.

While the tags are designed primarily to enhance sales and build brand awareness at retail, they are a valuable source of information for both licensees and Shops.

Manufacturers should keep examples of all the tags on file. The educational information is an excellent source of copy for product catalogs and promotional materials. Virginia Metalcrafters, for instance, is using the tag information in their preparation of the text for a new video on chandeliers and lanterns.

As Jess Behringer suggested at the May seminar, Williamsburg Shops managers should take time to review the educational information contained on the tags with their salespeople. Employees who understand the function and historical background of a product are more likely to recommend the product to a customer.

Educational product tags will benefit us all.



New from Johnson Creative Arts—"Around Palace Green" sampler kit. This counted cross-stitch kit includes a charted design, #14 ivory color Aida cloth, cotton floss, alphabet chart, and stitching instructions. The 14" x 18" sampler kit retails for \$20.



Photograph by Pat Saylor

For the "Pleasures of Tea" program, historical interpreter Betsi Drumbore and historic foods specialist Kathryn Arnold demonstrated proper teatime etiquette to a standing-room-only crowd.

Special Saturday Programs Held at the Craft Houses

This spring the two Craft Houses in Williamsburg offered customers a potpourri of ideas to bring the charm of the eighteenth century into their twentieth-century homes. The programs were created by Daemie Lakics, manager of Craft House on Merchants Square, and Patti Pierce, manager of Craft House at the Williamsburg Inn. The exciting series of Saturday miniseminars ran during April and May.

In "Decorating in Williamsburg Style," Anne Gray, from the Craft House Design Studio, captivated customers with her commentary on ways to mix *Williamsburg* wallpapers, paints, fabrics, and accessories.

"Table Settings—A Comparison" was presented by John Austin, curator of ceramics. Two tables were elaborately set for wedding festivities using the reproduction Chelsea bird plates and accessories from Mottaheh. One setting followed eighteenth-century practice; the other did not. Customers enjoyed the discussion of the differences in colonial and contemporary table settings.

For the program "The Pleasures of Tea," the *Williamsburg* pewter coffee and tea service by Kirk Stieff served as the focal point for an entertaining explanation of the etiquette of teatime and the importance of tea in eighteenth-century Williamsburg.

Other programs were presented by Claude Jones, floral designer, and Elizabeth Kane, visual merchandiser for Colonial Williamsburg. They offered their wit and wisdom in transforming fresh and natural materials

into beautiful arrangements using *Williamsburg* delft from Foreign Advisory and wooden forms from Cooperman Fife and Drum Company.

Are Saturdays as lively in your Williamsburg Shop?

Calling All Ad Slicks

If your Williamsburg Shop runs an advertisement or commercial for *Williamsburg* products, send a copy of the advertisement or story line to the Williamsburg Shops Program administrative office. Jess, Debbie, and Shirley enjoy seeing your efforts, and by keeping them informed they are able to share your successful promotion ideas with other Williamsburg Shops. We all will benefit from a strong Shops Program. Keep us informed of your activities!

SHIELDS TAVERN Dinnerware to Be Featured in *Colonial Homes*

Shields Tavern is scheduled to be the subject of editorial coverage in the September issue of *Colonial Homes Magazine*. Stock up on tavern ware now as the editorial will feature a color illustration showing the *Shields Tavern* dinnerware alongside the eighteenth-century plate on which the pattern was based.

This is an issue you will not want to miss. Buy a copy and display it alongside the dinnerware and other *Williamsburg* products used in the Foundation's newest tavern!

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