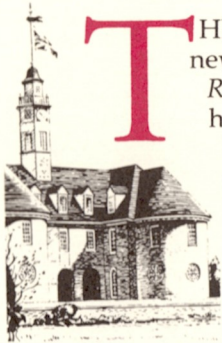


AUTHENTICITY AND QUALITY SINCE 1936

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

WILLIAMSBURG Reproductions: Not Just Another Catalog



THE publication of the new WILLIAMSBURG Reproductions catalog has been anticipated for some time. Designed and formatted with careful consideration, this elegant book has many exciting new features. Inviting photographs show new product uses, and contemporary settings help achieve one of our goals in this book's new design, highlighting the versatility of Williamsburg products. Many pages feature photographic close-ups of a product's finest detail. For example, a beautifully hand-carved chair leg is given particular attention. The

effect is aesthetically pleasing and underscores our products' quality.

Ten room settings, in both traditional and contemporary design styles, were created by professional interior designers from the Craft House Interior Design Studio and from New York. Their use of color is exciting. New York designer Gary Crain advises on color: "Spaces that are more traditional in feeling don't have to be dark. Many of these colors are true to history but used in unexpected ways." These wonderful room settings define tradition in a whole new way. They also illustrate how well our furnishings and accessories blend with each other and with furnishings of other periods.

The catalog features the many new

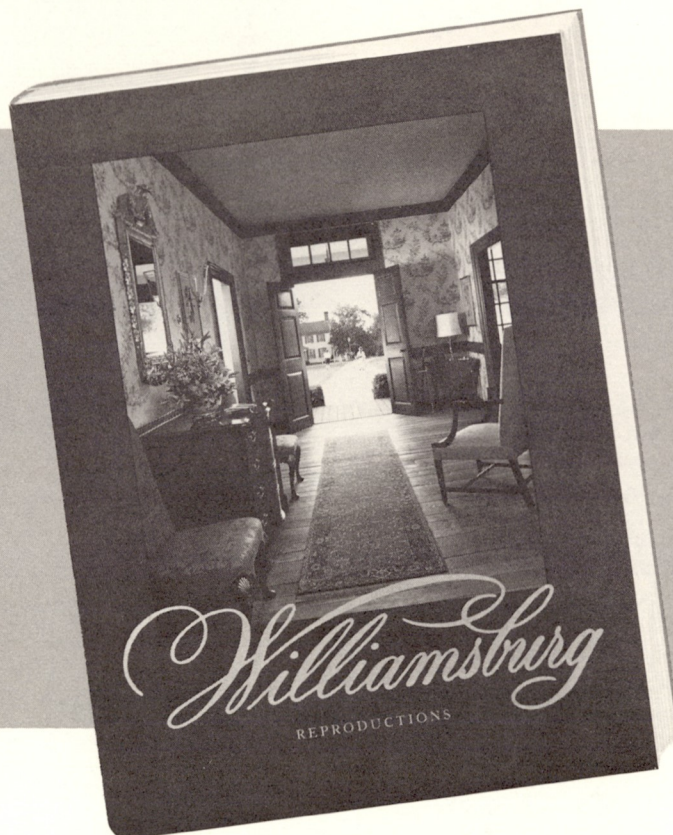
items that have been added to the Program during the past several years. Tavern dinnerware, buttermilk paints, Chelsea bird porcelains, lap blankets, folk art fabrics, chair rails and cornices, rugs, and more are included. To customers who do not understand the breadth of the Program, the new catalog will be an eye-opener!

The easy-to-use format provides convenient access to pertinent information—sizes, finishes, colors, and designs. All in all, the new catalog is bigger (320 pages) and better than ever before (with over 1,000 new color photographs). Our customers will use it as a guide for purchasing Williamsburg products as well as a reference book for decorating with period reproductions.

WILLIAMSBURG Reproductions Catalog: Scholarship Change

One of the most important goals of the new WILLIAMSBURG Reproductions catalog is to educate and to inextricably tie in our products with the varied appeals of Williamsburg. This goal is achieved with pictorial and historical references throughout the book and with the assistance of the Foundation's curatorial staff. Not only have the curators written enlightening essays to introduce each section, but they have provided valuable information on period styles in the decorative arts.

This curatorial assistance will not surprise those who understand Colonial Williamsburg. The preservation of the colonial capital depends on the involvement, care, and attention of the Foundation's curators and research staff. Even the products Colo-



continued

nial Williamsburg chooses to develop from its collections of antiques must meet curatorial approval.

Ongoing research has changed the scholarship approach to our products with a more accurate description of design styles and eras, and the *WILLIAMSBURG Reproductions* catalog reflects this new understanding. Terms for four major stylistic influences from 1650 to 1820 have replaced more limiting but commonly used terms. These new terms are more historically accurate and describe a wider variety of the decorative arts. For example, the curators use the art historical term *rococo* for objects of all mediums made in the third quarter of the eighteenth century rather than the more limiting term *Chippendale*, which refers to furniture designed by one London cabinetmaker.

Each of the four major stylistic influences—baroque, late baroque, rococo, and neoclassical—is discussed in depth in the "Periods and Styles of Decorative Arts" section of the new catalog.

This decorative arts terminology is also used in the exhibition and craft sites at Colonial Williamsburg and in the DeWitt Wallace Decorative Arts Gallery. As the approach to objects changes in the Historic Area, so too must our presentation of products at Craft House, in the Williamsburg Shops, and in the showrooms and marketing materials sponsored by the Foundation's licensees.

Utilizing the New *WILLIAMSBURG* Reproductions Catalog

With the introduction of the new *WILLIAMSBURG Reproductions* catalog Williamsburg Shop managers and manufacturers' sales representatives will have one of the most effective marketing/sales tools ever created for the Foundation's Reproductions Program. Quality illustrations of all the products in the Program, detailed information about each item and the original object from which it was derived, and photographs of room settings that illustrate how well the products coordinate combine to create a powerful suggestive-selling vehicle.

Let's make the most of this valuable resource. Display the elegant new book prominently in your Shops. To assist you, point-of-purchase signs are being prepared. As you plan your display, consider featuring the catalogs in much the same way bookstores do new releases—with an arrangement of many books displayed to create excitement and the feeling that the book is hot off the press.

Craft House at the Williamsburg Inn has re-created a number of room settings from the new book as part of its kickoff promotion. If time or space do not permit such an ambitious undertaking in your Shop, try reconstructing several of the smaller product groupings shown in the catalog.

Pick your favorite catalog photograph and duplicate it in your Shop. Similar displays can become focal points for *Williamsburg* products in licensed manufacturers' showrooms.

Properly promoted, the catalog is sure to inspire and excite your customers as it has everyone who has been involved with its production.

Kittinger Introduces Reproduction High Chest

This fall the Kittinger Company introduces a reproduction of a rare signed and dated Philadelphia high chest. The original, shown here and on display in the DeWitt Wallace Decorative Arts



Gallery, was created by Henry Clifton and Thomas Carteret in 1753. They based their elegant high chest on English imports they had seen, adding carved embellishments typical of the

Did You Know . . .

- The DeWitt Wallace Decorative Arts Gallery will be closed until January 1990. On August 18 a freak storm, which dumped eleven inches of rain on Williamsburg during a four-hour period, caused flooding at the Gallery. No objects were harmed but the flooring and display cases on the lower level sustained damage. The Motor House and Laundry suffered heavy damage as well. Losses are estimated to total \$1.5 million.
- Work has begun on the new archaeology museum at Carter's Grove and the eighteen-hole golf course underway in the Bassett Hall woods.
- Work on the nineteen thousand-square-foot addition to the Abby Aldrich Rockefeller Folk Art Center is well underway. The addition will triple the exhibition space available for the Center's vast collection of folk art. The expansion project is scheduled to be completed by summer 1991.

rococo style: scrolled pediment, deep undulating skirt, elaborate finials, and fancy brasses.

Kittinger has employed mahogany, tulip poplar, and white cedar to faithfully reproduce every line, joint, and carving of the original. On close comparison with the antique you will notice one small deviation. During the product development process, Foundation curators discovered that the original cartouche had undergone modification since its creation. The Kittinger reproduction bears a cartouche sized to correspond with the original cartouche carved in 1753.



CW200 *Williamsburg* High Chest

Facts and Figures

Primary wood	Mahogany
Secondary wood	Poplar and Atlantic White cedar
Overall height	97 3/4"
Overall width	44 3/4"
Overall depth	22 11/16"
Carving time per chest	50 hours
Number of drawer dovetails	280
Number of case dovetails	18
Number of glue blocks	70
Number of hand-carved elements	12

Does not the arrival of a piece this distinctive deserve special announcement to your Shop customers? A press release and black-and-white photograph are available from Kittinger. Or if you prefer, you can obtain a black-and-white photograph of the original high chest from the Williamsburg Shops administrative office.

Make arrangements now to introduce this outstanding *Williamsburg* reproduction to your discriminating clientele!

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Williamsburg Wallpaper

In 1941 F. Schumacher began marketing *Williamsburg* printed fabrics. Eleven years later *Williamsburg* woven fabrics were introduced. And now, after more than a year of development, F. Schumacher is ready to launch its first collection of *Williamsburg* wallpaper.

The grouping, called "Country Prints," features wallpapers that co-

ordinate with the bold collection of folk art fabrics introduced last January. Also included are a number of classic *Williamsburg* wallpapers that have an informal or country appeal. As you page through the new wallpaper book, you will encounter folk art coordinates Mill Hall Coverlet, Finch Stencil, and Country Garden interspersed with old favorites like Winterberry, Tavern Check, and Stencil Flowers.

Those of you who had the opportunity to see the "Tag Book" Lydia Irwin created for the Schumacher booth at the May trade show will remember how exciting and well coordinated the collection appeared in its intermediate stage of development. The completed collection offers even more—eighteen wallpapers and seven borders in a host of colorways designed to mix and match with *Williamsburg* fabrics.

Don't let the introduction of this new wallpaper book go unnoticed by your customers. Create a vignette featuring the new designs and the coordinating fabrics. Do you need help in organizing a display? Ask Jess or Debbie to share some of the "Tag Book" ideas, or consult the room interior photographs in the new wallpaper book for inspiration. Let the color and drama of these new patterns convince your customers that now is the time to redecorate.

Keeping Customers Informed

How do you keep customers informed about the new products arriving and the promotional events taking place in your Williamsburg Shop? Audrey Julian of Dilworthtown Country Store in West Chester, Pennsylvania, has a suggestion—an informal, inexpensive newsletter.

Late last spring Audrey and her associates at the Dilworthtown Country Store created a newsletter to share their enthusiasm for *Williamsburg*

products with their customers. The newsletter, shown here, featured information on new products, offered gift suggestions, and listed dates of promotional events. It was mailed to customers on the store's mailing list. Extra copies were placed by the cash register in the Williamsburg Shop.

Audrey noted her primary reason for preparing the newsletter was to inform her customers about the wide range of informal *Williamsburg* products that she carried. She felt many of her patrons were familiar with the more formal products in the *Williamsburg* Reproductions Program but few

were aware of the variety of the informal Williamsburg products she offered for sale. On reflection, she feels the newsletter served this purpose well. It tempted customers to stop by the store, and she knows from the response she has received to Claude Jones's upcoming visit that it helped get the word out about his presentation.

Unusual Merchandising Activities at Colonial Williamsburg

Formerly the home of a re-created military encampment and the scene of fire-arms demonstrations, the expansive green next to the Magazine on Duke of Gloucester Street was transformed this summer to accommodate a new type of activity—the selling of food-stuffs and small household items by street vendors. Costumed interpreters, or “hawkers,” rove the lawn selling fruit, small notions, and cakes. This unique merchandising opportunity provides visitors with the flavor of the eighteenth-century market and stimulates their interest in products associated with eighteenth-century life.

The idea for a market evolved as archaeological excavations yielded remnants of market buildings in the area known as “Market Square” (not to be confused with the shops at the western end of Duke of Gloucester Street, Merchants Square). The research undertaken by the Foundation staff to consider reconstructing the unique retailing environment that existed at the location. The types of items to be sold on the market site were determined with the help of educators and researchers. Primary sources from Wilmington, Delaware, New York City, Philadelphia, and Marblehead, Massachusetts, enumerate merchandise ranging from produce, poultry, and dry goods to trinkets and household items, and an excerpt from a journal of the period asserts that the wares sold by vendors at market “consisted of as many kinds as their faces.” Since no evidence suggests that the assortment of merchandise at the market in Williamsburg was any different or less varied, these sources



were used to re-create the market scene.

Hawking took place throughout the summer months, usually prior to the auctions held at the three general stores. In addition to selling their wares, interpreters from various stores demonstrated their crafts and hobbies. On one summer afternoon, for example, a sales interpreter from the Greenhow Store demonstrated hoop rolling to children while another entertained the crowd by juggling the soap balls she was offering for sale.

Publick Times, another special event held each Labor Day weekend, follows the tradition of biannual markets. Similar to fairs held in rural areas today, the lively market features the vending of livestock, produce, and various merchandise.

Re-creating the eighteenth-century sales setting, a practice that proved successful in the trade shops and general stores on Duke of Gloucester Street, adds to the appeal of the product by reinforcing its educational purpose. Whether at a market, a fair, an auction, or a shop, the customer who purchases a memento of his visit to Williamsburg leaves with a lasting memory as well as a quality product.

DELWORTHTOWN COUNTRY STORE
 "The People of the Colonial Foundation and Merchants"

BIRD BOTTLES
 We have a large stock of bird bottles for sale. They are made of clear glass and are of various sizes and shapes. They are perfect for collecting and displaying birds. Price per dozen \$1.00.

FIFES; SPINNING TOBS; JEWELS; HARKS; HOOPS; BALL STICK; TIN WHISTLES, etc.

TAVERN SIGNS; COASTERS; NAPKINS

NEW ITEM! BUTTERMILK PAINT COLORS

DELWORTHTOWN COUNTRY STORE
 112 N. 10th St., Williamsburg, Va. 23185
 Phone: 754-1111

Copy for the newsletter was gleaned from the new product announcements she received from Colonial Williamsburg; illustrations came from past issues of this newsletter and a copyright-free reprint of an eighteenth-century English publication. The newsletter was created using a combination of hand lettering and computer-generated type that was printed in black ink on eight-by-eleven-inch buff paper. One thousand copies cost about forty dollars.

If you would like to create your own newsletter, ask Jess, Debbie, or Shirley for a list of copyright-free sources of illustrations and a copy of the guidelines on the proper use of the trademarks owned by the Foundation.

Communicate with your customers and reap the benefits!

**National Ad:
"From Our Home
To Yours"**

How will consumers learn about the new *WILLIAMSBURG Reproductions* catalog? From in-store displays in the Williamsburg Shops and Craft House, from local Shop promotions and advertisements, and from a special national advertisement sponsored by Colonial Williamsburg and its licensed manufacturers.

Here you see a portion of the national ad. Envision the Governor's Palace in full color! Not shown is the additional one-third-page segment that contains more product illustrations, a coupon for ordering the new catalog, and a toll-free number for requesting the location of the nearest Williamsburg Shop.



Brass Candelabrum



"Bayello" and
"Gloucester Damask" Fabrics



"Potpourri" Dinnerware



Pewter Coffeepot



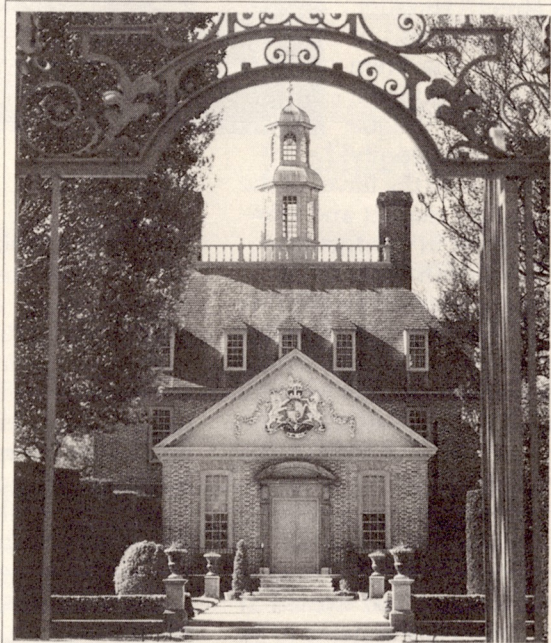
Pewter Heart Box



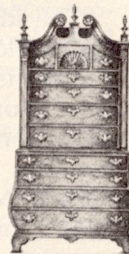
"Air-tuist" Stemware



"Chinese Birds"
Looking Glass



The Governor's Palace, Williamsburg, Virginia



Bombé Chest-on-Chest

Look for the ad
in the following
publications:

OCTOBER:
Art & Antiques
Country Living

NOVEMBER:
House Beautiful
House & Garden

NOVEMBER-DECEMBER:
Southern Accents

DECEMBER:
Country Home

**From our home to yours:
the finest reproductions of 18th-century furnishings.**



Within these walls, guests were escorted into the formal dining room and seated at a hand-crafted mahogany table. As dinner was served on exquisite china, candles set in polished silver candlesticks cast a hearty glow upon the crystal wine glasses.

Such was life in 18th-century Williamsburg. Now you can bring the ambience of that era into your own home with the finest collection of furnishings, available from the new *Williamsburg Reproductions* catalog.

The catalog embraces some 3,000 items, exclusively designed by some of the world's finest manufacturers: meticulously crafted furniture;

decorative fabrics; finely detailed pewter; ornate brass.

Each *Williamsburg* reproduction can be purchased directly from our catalog. You will find decorating ideas, over 1,000 color photographs, many of actual room settings, and something special: the history of antique furnishings as described by curators of the Colonial Williamsburg Foundation. All of which makes the catalog perhaps the most valuable home furnishings resource to come along in recent history.

The 320-page *Williamsburg Reproductions* catalog is now available for purchase. To order yours, refer to the coupon on the opposite page.

Williamsburg

Williamsburg SHOP NEWS

Two new stores have been added to the roster of Williamsburg Shops. CLASSIC GALLERIES in Huntington, New York, and HENDRIXSON'S in Furlong, Pennsylvania, have been approved as Williamsburg Interior Design Stores. The appointment of these two Shops strengthens the representation of Williamsburg products in two key states.

Catalog Overrun Produced for Shops

The fall 1989 Williamsburg Shops brochure, enlarged from twelve to sixteen pages this year, will be an important sales vehicle for a record number of participating Williamsburg Shops. Thirty-nine Shops have incorporated the brochure into their fall promotional plans. Some plan to utilize it as a newspaper insert, others as a catalog bind-in or store handout. Several new Shops will be advertising the brochure in conjunction with their store openings.

The Shops brochure is an edited version of the forty-eight-page fall

catalog distributed by the Colonial Williamsburg mail order department. Special features include *CHRISTIANA CAMPBELL'S TAVERN* dinnerware on the front cover and an opening spread devoted to the new *WILLIAMSBURG Reproductions* catalog.

For the first time the number of brochures being distributed by the Shops rivals the number of catalogs mailed by Colonial Williamsburg. This fall more customers than ever before will have the opportunity to purchase products bearing the Williamsburg trademark.

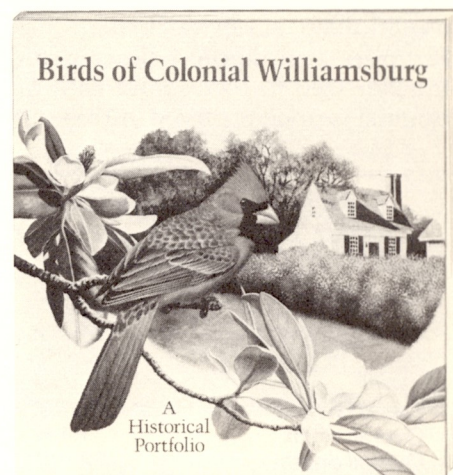
New Publication Available

Cardinals, jays, mockingbirds, woodpeckers, waterfowl, predators—all these species of birds may be found in the Historic Area of Williamsburg, at Carter's Grove plantation, in the Bassett Hall woods, or within the pages of the new publication *Birds of Colonial Williamsburg*.

In this new book, noted ornithological artist H. Douglas Pratt has captured the beauty and vitality of the birds of Colonial Williamsburg. His seventy-three detailed renderings of birds that delight and fascinate visitors to Colonial Williamsburg complement an informative text by Alan Feduccia.

Drawing on the writings and observations of Mark Catesby, John Lawson, and other early naturalists, Feduccia describes how the birds that

may be seen in and about Williamsburg today were viewed in colonial times. His writings and Pratt's renderings convey a wealth of information about the avian population of tidewater Virginia. After sampling the delights of *Birds of Colonial Williamsburg*, modern-day readers will agree with John Lawson's 1709 comment, "Birds in America more beautiful than in Europe."



The 11¼" x 12" historical portfolio contains 162 pages, seventy-three full-color illustrations of birds, two black-and-white illustrations, and four reproductions of birds by Mark Catesby. The suggested retail price for the new publication is \$29.95. To order, write or call the Colonial Williamsburg Wholesale Department, P. O. Box C, Williamsburg, VA 23187, (804) 220-7179.

The Colonial Williamsburg Foundation
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