



Information about
Colonial Williamsburg
people and programs

Colonial Williamsburg NEWS

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Apprentice program adds fashion trades

The Margaret Hunter Shop is the latest addition to Colonial Williamsburg's historic trades apprentice program. The "clothing trades milliner/mantua maker" apprentice program is the result of 10 years of research and skills development, according to Janae Whitacre, journeywoman and supervisor of the millinery shop.

Though apprenticeships at Colonial Williamsburg have been associated with such traditionally male-dominated trades as silversmithing, carpentry, cabinetmaking, printing and bookbinding, women also were trained as apprentices, Whitacre said. Mantua making and the milliner's trade were the principal women's trades during the 18th century. Though women became involved in other trades, it was generally a result of their husbands' deaths.

Work on the apprenticeship program began in 1985, when Whitacre and Marilyn Wetton, manager of fashion trades, began writing a general training manual for the shop. In 1990, they began to develop apprentice guidelines, with help from John Caramia of Historic Trades and Ed Joyner of Human Resources.

"One of the challenges was that the trade had no guild," said Whitacre, who did much of the historical research. "Much of our information was found in newspaper ads and by studying the products of the trade. After we had seen enough examples, we began



Doris Warren, left, and Janae Whitacre are the newest members of the trades apprentice program, representing the mantua makers' and milliners' trades. They practice their craft at the Margaret Hunter Shop.

Photo by Patrick Saylor

to understand trade methods and production processes."

The reproduction of several 18th-century items—such as a suit owned by Thomas Jefferson and clothing from Colonial Williamsburg, the Smithsonian and other collections—added a great deal to their knowledge.

Currently, their research is focused on understanding the women who practiced the trades in Williamsburg.

"We want to understand what motivated them," Whitacre said, "and find out more about the business and economic aspects of the trade."

Having an apprenticeship program in place means the milliners' trade—like the other apprentice trades—will preserve and provide a record of skills that are becoming less common.

"The foundation has used the apprentice program to preserve trades and

have continuity through ongoing research," Whitacre said. "This is recognition that the milliners' and mantua makers' trades need to be preserved as well. We want to show that those professions were just as involved and technically advanced as the other trades."

Whitacre is joined in the shop by apprentice Doris Warren, who has seen the shop's progress—first as a visitor and later as an employee—since it opened in 1953. "I feel fortunate to be a part of this," she said. "I have seen the shop grow up with my family. The differences between what I remember from coming here with my kids and today—it's like a whole new world. It's more informative and realistic."

The apprentice program was designed to produce high-skill career employees called journeymen. Apprentices accept full-time employment, serving the equivalent of six years under a master craftsman. Their promotion to journeyman status is at the discretion of the master craftsman and director of historic trades.

Apprenticeships are part of these year-round trades, cabinetmaking, musical instrument making, coopering, blacksmithing, gunsmithing, silversmithing, foundry work, printing, bookbinding, shoemaking, harness-making, wheelwright and building trades. Apprenticeships become available when there is need for skilled journeymen in one of the trade programs.

Panel discussion highlights CDC research link



Sally Queen, manager of the Costume Design Center and interpreter Oteka Ball promoted the Costume Design Center's 61st anniversary on Richmond's WRIC-TV. Photo by Lorraine Brooks

The Costume Design Center concludes its month-long 61st anniversary celebration with "Costumers and the Collections," a discussion that examines the ties that bind the department with the foundation's curatorial staff.

Sally Queen, manager of the Costume Design Center, will present the panel, at 4 p.m. in the Hennage Auditorium

of the DeWitt Wallace Gallery on Wednesday, May 24. The panelists are project specialists Francis Loba, Carolyn Randall and Nancy Glass and curator of textiles Linda Baumgarten.

The panel is designed to explain the contribution of curatorial research to the center's designs, which, operations supervisor Ruth Countryman says, essential because it enables the staff to authenticate the costumes.

"We hope the program will enable the visitor to understand the research that goes into the clothing that the interpreters are wearing," Queen said. "It's a relationship that I'm not sure that the visitor sees and understands."

"Before a reproduction is ever made for wear in the Historic Area, staff members spend hours analyzing and measuring antiques and observing their construction," Baumgarten said. "The costumes in the collection of antiques are available for study and patterning by the CDC. These are then adapted for modern body shapes and sizes."

The project specialists participating in the panel hope it will emphasize this link as well as the critical role it plays in the preparation for spe-

cial events, which occur almost monthly.

Earlier programs this month included an intimate look at the role of undergarments, present and former youth interpreters discussing their stints in costume, a fashion show that examined how costuming has evolved through the years and interpreters' discussing memories of their years in costume. The annual celebration helps Queen and her staff to stress the importance of clothing in interpretation. "It allows us to talk about clothing in a way that there isn't the opportunity to do later during the regular interpretations," she said. "Clothing is a silent interpretation and the visitors seem to enjoy hearing the personal stories about the clothes."

"It's like opening a trunk and finding your grandmother's dresses, photographs and postcards from her 1954 trip to Greece," she said. "The programs are really like opening Colonial Williamsburg's closets, and that's how people are relating to it, our interpreters who are working with us as well as the visitor."

Employees with valid I.D. are admitted to the panel free and encouraged to suggest it to visitors.

Robert Carter House slated for six-month educational experiment

A new six-month experiment will explore using the Robert Carter House as a backdrop for year-round, hands-on educational activities.

School groups are the focus throughout the academic months, while summer plans feature more family-oriented activities. According to Diane Schwarz, supervisor of school and group services, existing programs can

be converted to provide "edutainment" appropriate for seasonal audiences.

A full schedule is already underway for schools and groups during May. Activities include dance and music programs, as well as character interpretations and lectures. Sessions last for 20-minute blocks. For more information about the activities, contact Diane Schwarz at 7601.



At the Robert Carter House: (left) Music teacher Jane Hanson explains colonial instruments; (right) Dance mistress Marcy Wright leads students through a Morris dance.

Photos by Sophie Hart





In the Mailbox...

Dear Mr. Wilburn:

Our family made its first visit to Colonial Williamsburg ten years ago this year. This year will make the eleventh year that we have made a small contribution to the Colonial Williamsburg Fund.

Colonial Williamsburg made a powerful impact on our lives from our first visit in 1985. As a young couple with one child and another on the way, it helped shape our views in a number of ways. We learned much about the decorative arts and architecture which we put to use in remodeling and decorating our home. It taught us about the possibilities one had in America and an appreciation for how they came to exist.

Our first visit merely whetted our appetite and we returned to Williamsburg each of the next five years. With each year we expanded on what we knew and discovered new disciplines. Although we would broaden our interests with each visit, one thing always stayed the same, good old Colonial Williamsburg hospitality from a staff that did a better job of making us enjoy ourselves than any host or hostess could.

I have never been in any setting or under any teacher that created a better forum for wanting to learn than your institution. In fact, my only criticism was that your staff could not produce new publications fast enough to keep me challenged. I had read everything CW had printed within a short time.

All this exposure to new disciplines and the enjoyment that we obtained would have been enough to make Colonial Williamsburg a priceless experience, but it also made me want to share this with others. Recently, I was added to the board of a new regional museum which when opened will serve twelve counties in this area. It is my goal to work as hard as I can and prepare as thoroughly as I can to give visitors to this small museum a taste of what I experienced in Colonial Williamsburg.

I hope that in this small way that I can repay the staff and the founders of Colonial Williamsburg in a way that I could never hope to do with my limited financial contributions. God bless you and Colonial Williamsburg in your efforts and the memory of those men who had the dream to restore it.

Best wishes,
J. Dewitt Yingling
404 Offspring Road
Beebe, Arkansas

Conservator wins praise, success

Associate furniture conservator Albert Skutans is a humble, shy, unassuming soul. Ask about his successes and he tends to give others the credit.

Yet to his co-workers, current and former supervisors, Skutans' determination and creativity has made his input valued in many important conservation projects throughout the years.

"Albert's a very careful and thorough worker. Reliability is one of his great strengths," said master gunsmith Wallace Gusler, Skutans' former director. "If you need to get something done, you call him."

Furniture conservator Carey Howlett, who describes Skutans as "an outstanding resource for everyone in the department," said, "Albert is an excellent craftsman and an innovative conservator. He's one of the most mechanically skilled people I've ever met."

As a conservator, Skutans devotes his time to the care and treatment of antique furniture in the foundation's collections. Since he joined the Department of Conservation in 1975, he has played a key role in the conservation of the Royal Governor's chair and the Speaker's chair from the Capitol as well as the Masonic Master's chair by Benjamin Bucktrout. His skills also are apparent in reproduction furnishings for the 1980 reinterpretation of the Palace, including a cornice for the



The Speaker's chair is one of many projects associate furniture conservator Albert Skutans has worked on since joining the foundation in 1975.

Photo by Carey Howlett

governor's bed and a large set of side chairs.

A native of Latvia, Skutans came to the United States in 1949, "June 11 at 12 o'clock at New York," to be exact, he said. An orphan who was separated from his parents during World War II, he fled Latvia with a group of 49 others after their orphanage was bombed. He traveled through wartime Germany and arrived in the English zone of the country after the war where he and the other children were dispersed to England and America.

Anna Perrott Rose Wright, author of "Room for One More," eventually adopted him and in 1954 cowrote "The Gentle House," a book about him.

"She was a teacher and taught me English and explained what things meant," he recalls. "She raised me and taught me right from wrong. Her family is my family."

These days the James City County resident enjoys stamp collecting, hiking, camping, working on his lawn and, he's quick to note, carpentry work. He joined the foundation in 1968 and worked with the Anthony Hay and Millwork shops before joining the furniture conservation lab. And, after all these years, he's still charged up about coming to work every day. "It's challenging for me," he said. "Sometimes I dream at night trying to figure out how to improve my work."

Products division thanks enterprising employees

Non-products division employees often are instrumental in promoting the sale of foundation merchandise. The products division wants to acknowledge many employees who help sell and alert colleagues to how their actions improve the products division's contribution to the foundation.

Examples of these activities are numerous. For instance, the Golden Ball sales staff recently polished the pewter tobacco heart box on display at the Pasteur and Galt Apothecary. The bright pewter box with its brass heart decoration now catches the eye. As a result, interpreters at the apothecary have fielded several questions on the box and referred interested visitors to the Golden Ball.

Interpreters at the Millinery were very pleased recently when Tarpley's gave them a new King and Queen

puzzle for their front window. The new puzzle replaced a badly faded version that visitors generally overlooked and gave the Millinery staff another interpretive opportunity.

Young visitors often go into Greenhow's looking for the hoop and stick game they have just played with the youth interpreters on Palace Green.

Sales interpreters at McKenzie's Apothecary can always tell when the Governor's Palace kitchen staff is making syllabub. Almost every visitor to the shop comes looking for the mix that interpreters have just told them about.

Sales interpreters at Mary Dickinson's are always flooded with requests for their pewter spoons made at the Geddy foundry when the foundry is pouring pewter. Visitors are especially excited about being able to purchase an item that they have seen be-

ing made in the 18th-century manner right here in Colonial Williamsburg.

DuBois Grocer is often the first stop for our visitors who have just enjoyed lunch at one of the taverns and want to take a piece of that experience home with them. The waiters at the taverns are very helpful in referring visitors to the grocer's shop for our new peanut soup or for old favorites such as sparkling cider and Sally Lunn bread mix.

These are only a few examples of how employees outside the products department help to increase sales and better serve our visitors. Products is very grateful to the interpreters, games teachers, visitor aides, youth interpreters, waiters, and all the many individuals who interest visitors in merchandise and help them locate it in our stores. Your actions are important and very much appreciated.

Mail order assistant manager named

The products division has named Rebecca Rhine as the new assistant manager of mail order fulfillment.

Rhine's responsibilities include management of order entry, customer service and packing and shipping.

Rhine joined Colonial Williamsburg in 1986 and has worked in management positions at the Raleigh Tavern Bake Shop and in the product management office.

Historic Buildings hosts disabled focus group

The department of historic buildings recently hosted a focus group of disabled individuals from the surrounding peninsula to determine ways to make foundation programs more enjoyable for the disabled.

In accordance with the Americans with Disabilities Act (ADA), the foundation has been reducing architectural and other barriers which block access to facilities. The focus group is an effort by our historic interpreters to make programs more meaningful for visitors with a wide range of physical and non-physical disabilities.

Participants included a father and his mentally-retarded son; a mother and her blind son; a blind African-American woman; a deaf woman, a woman in a wheelchair, and a woman with an undisclosed disability.

Most participants agreed interpreters either make or break the experience for disabled guests. They said there is a need for good methods of identifying disabled guests and making them feel more comfortable. They recommended more hands-on techniques, such as bringing items out so they can see things up close or touch them, and direct communication with disabled visitors about their needs and wishes rather than relying on companions or family members.

"We plan on using these results as part of our training," said Pam Pettengell, director of historic buildings. The first effort is introduction of a one-day sensitivity class for historic building employees. Pettengell expects the trend to spread. She believes there is a lot of work to be done, but foundation programming is "on the right track."

The team responsible for planning the focus group included Ryan Fletcher, John Labanish, Laura Treese, Diane Lee, Jo Fox and Susan Pryor. Connie Graft, Bill Suber and Anne Schone also assisted with the project.

Thanks for 'Wheel of Fortune' help



Vanna White visits Eric Myall at the Harnessmaker's Shop during videotaping for Wheel of Fortune.

Production crews from "Wheel of Fortune" were in town April 30, to shoot segments that will air on the popular game show May 22 - 26. The segments appear during shows taped in Norfolk on the U.S.S. Eisenhower.

Two crews videotaped scenes in and around the Historic Area. Vanna White made several appearances, at the Golden Horseshoe Clubhouse, Raleigh Tavern Bakery, the Magazine and Harnessmaker's Shop. Other scenes were taped at Craft House at the Williamsburg Inn, Tarpley's and Greenhow Store, Shields Tavern, Golden Ball, Margaret Hunter Shop and in gardens behind the Russell and

Prentiss Houses.

"We thank all the employees who jumped in to help pull this together," said Susan Stuntz, director of communications. "As is often the case with these projects, things changed by the minute, which required a lot of flexibility on everyone's part. The support and assistance were fantastic."

Special thanks to employees at Craft House at the Inn, the Golden Horseshoe Clubhouse, Security and Safety, Raleigh Tavern Bakery, Shields Tavern, the Magazine, Coach and Livestock, Greenhow Store and the Harnessmaker's Shop.

News from the hotels and restaurants

Public relations firm to aid CWHPI marketing

Colonial Williamsburg Hotel Properties, Inc., has hired Edelmenn Scott Public Relations to provide public relations counsel to assist in efforts to market foundation conferences, hotel and tavern properties.

The Richmond-based agency was selected over several national firms because of its extensive tourism experience and its interest in helping Colonial Williamsburg, according to Paul Kusserow, director of marketing for Colonial Williamsburg.

Edelmenn Scott will work to increase traffic for CWHPI by targeting general consumers and the decision-makers in the conference trade.

"Edelmenn Scott is aggressive, experienced and creative. They understand our marketing objectives for increasing attendance," said Jim Miles, executive vice president of the CW hotel properties.

"Edelmenn Scott will work hand-in-hand with our overall marketing to help increase visitation and to generate interest and excitement for Colonial Williamsburg," Kusserow said.



"While many think of Colonial Williamsburg as a sanctuary of history, we also want to raise the visibility of Williamsburg's world-class hotels, dining, golf, resort and conference facilities," explains Susan Joseph, president of Edelmenn Scott. "As host to some of the most prestigious events in the country, including conferences for the Defense Ministerial of the Americas and the

Business Council, Williamsburg serves as a place where everyone from business leaders to political leaders and everyday Americans can come for relaxation and renewal. We want people to be aware of both the history that's being relived and the history that's being made in Williamsburg every day."

Edelmenn Scott, Inc., headquartered in Richmond, Va., is one of the area's leading full-service firms providing services in public relations, advertising, marketing and direct response. It has worked with numerous travel and destination clients including Marriott, the Virginia Division of Tourism, American Airlines and Hertz.

White earns first AHMA certification at the Inn



Inn assistant manager Ted Horan presents the AHMA certification to Evon White at the Lightfoot House. Photo by Jim Bradley

Housekeeping supervisor Evon White is the first Williamsburg Inn employee to become a certified hospitality supervisor. The certification is awarded by the American Hotel and Motel Association.

White earned the certification through a home-study program offered by the AHMA. She began the course last November and completed a three-and-a-half hour examination in April.

In addition to the home study option, CWHPI conducts classes leading to AHMA certification.

Samuel Adams beer dinner features Boston Brewing Co.

The next event in the popular beer dinner series at the Golden Horseshoe Gold clubhouse features seven Samuel Adams products from the Boston Brewing Company.

The dinner will introduce a new Samuel Adams product, triple-malt Scotch Ale. Participants also will taste six other Samuel Adams beers and ales: Boston Ale, Cream Stout, Boston Lager, Honey Porter, Boston Lightship Lager and Dark Wheat, a Bavarian-style beer.

Boston Brewing Company representative Kurt Heine and brewer Jim Pericles will provide commentary on the featured brews during the evening.

A reception begins the evening at 6 p.m. Thursday, May 25. Dinner follows at 7 p.m. The hors d'oeuvres and dinner menu are created by Hans Schadler, executive chef of the Williamsburg Inn, using the featured brewery products in his recipes.

The price for Samuel Adams beer dinner is \$33.95 including food, beer, tax and gratuity.

The dinner can accommodate a maximum of 50 participants. Reservations are required by May 20. Reservations may be made in person at the Gold clubhouse 9 a.m.-5 p.m. or call 2162 and leave your name, method of payment and your phone number for reservation confirmation.

Meeting planners honor Spong

The Virginia chapter of Meeting Planners International has named Colonial Williamsburg's Tom Spong as Supplier of the Year.

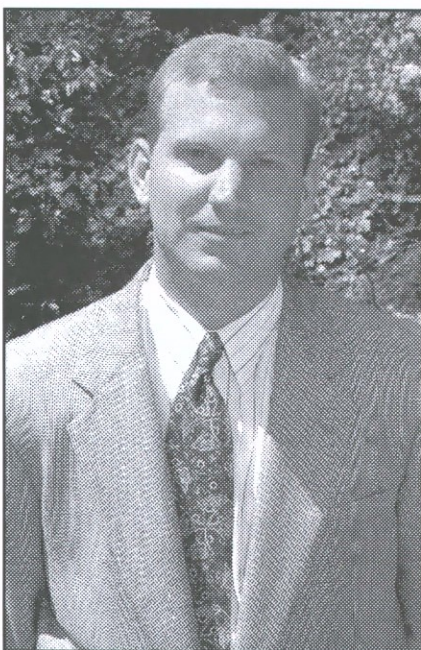
Spong is a conference sales manager in CWHPI's hotel sales department.

The group announced the award at a May 5 luncheon in Richmond.

Gary Brown, director of hotel sales, had high praise for Spong's achievement. "Tom has concentrated on clients in Virginia and Pennsylvania," Brown said. "His efforts really made a difference in enhancing our winter conference business, especially from Virginia-based groups."

Spong has worked for Colonial Williamsburg nine years. He began as assistant manager of A Good Place To Eat in 1986. Before joining hotel sales, he was assistant manager of Christiana Campbell's Tavern and manager of the Williamsburg Lodge Dining Room.

Spong is a 1985 graduate of the College of William and Mary.



Tom Spong is supplier-of-the-year for the Virginia chapter of Meeting Planners International. Photo by Jim Bradley

Three HR classes open in June

Human resources development will offer three classes for management employees in June.

Training available next month includes Law and Ethics I, Team Leader Training and Effective Interviewing.

Team leader Training meets for eight half-day sessions Tuesdays and Thursdays beginning June 20. The course expands on skills learned in Performance Management to enable supervisors to manage and lead teams of employees. The sessions provide information and opportunities to practice skills that support development of teamwork. Topics include building trust, feedback, resolving conflict and tools to begin and sustain teamwork.

Law and Ethics I concentrates on workplace safety. Participants receive policy and legal updates in four one-

hour presentations during the half-day session. Topics covered are Drug-free Environment, violence in the Workplace, Safety and AIDS. The course, recommended for all managers, is offered June 26 and 27.

Effective Interviewing is a half-day class offered June 6. Participants learn how to analyze job descriptions, prepare structured interview questions, under the effect of employment law on interviewing and selection, use behavior-based questions to interview applicants and select the most-qualified applicant. The course, recommended for all managers, is required for all new managers before hiring new staff.

For registration or more information about these courses and other offerings from the human resources development staff, please contact Pat Joyce at 7125.



HOT WHEELS — The latest offerings from the domestic automakers were lined up last week next to the Abby Aldrich Rockefeller Folk Art Center. The cars, vans and trucks are available to the members of the Business Council for test drives. The Business Council held its spring meeting at Colonial Williamsburg. The chief executives of the nation's largest corporations will be back in the fall.

Photo by Sophie Hart

Thought for the week

Keep used fabric softener sheets handy and use them to clean off the screen of the lint filter in the clothes dryer. One quick swipe removes the lint.



Colonial Williamsburg
RECYCLES

Colonial Williamsburg
Recycling Committee

Questions? Comments? Suggestions? Call the recycling hotline: 2333!

MAY 20-26

HAPPENINGS AT
COLONIAL WILLIAMSBURG

SATURDAY, MAY 20

"History Wars: Teachers in the Trenches."

A conference focusing on the national history standards and their impact on history education continues through Sunday at the Cascades.

An American Heritage Festival. Celebrate early American life through music, dance, storytelling, crafts and interpretation 9 a.m. - 5 p.m. at the Yorktown Victory Center. The festival continues Sunday and includes military demonstrations at a re-created Continental Army campsite.

Brush-Everard House fumigation. Historic Area structure will be tented and fumigated through Monday.

SUNDAY, MAY 21

An American Heritage Festival. A celebration of early American life continues 9 a.m. - 5 p.m. at the Yorktown Victory Center.

MONDAY, MAY 22

Wheel of Fortune. Program elements videotaped last month at Colonial Williamsburg appear in Wheel of Fortune episodes through Friday. Check local TV listings for time and channel.

William Finnie Stable fumigation. Historic Area structure will be tented and fumigated through Thursday.

Today in history. In 1776, the Virginia Committee of Safety dispatched officers to New Orleans to obtain gunpowder from the Spanish.

TUESDAY, MAY 23

Spending account deadline. Participants in medical and dependent care spending accounts must submit claims by noon for reimbursement on May 26.

WEDNESDAY, MAY 24

Costumers and the Collection. Explore the relationship between the Costume Design Center and the foundation's textile collection at 4 p.m. in the Hennage Auditorium of the DeWitt Wallace Decorative Arts Gallery. For more information, call 7984.

THURSDAY, MAY 25

CWHPI pay day.

FRIDAY, MAY 26

Employee Warehouse Sale. CWHPI sells hotel furnishings and other items 10 a.m. - 2 p.m. at the Piland warehouse near the Costume Design Center on the Bruton Heights property. Terms are cash or personal check and items purchased must be removed that day.

IN THE MUSEUMS ...

At the Abby Aldrich Rockefeller Folk Art Center

"German-Made in America"**"Views of Slavery"****"Folk Fabrics"****"Amanda at 150"****"Folk Sculpture of Our Century"***At the DeWitt Wallace Decorative Arts Gallery:***"Tools: Working Wood in 18th-Century America"****"British Delft from Colonial Williamsburg"****Designed to Deceive: English Pottery Fakes"****"Needle and Bobbin: Needlework and Lace at Colonial Williamsburg"****"Almost a Deception' ... John Singleton Copley and Company in Williamsburg"****"Virginia Furniture, 1680 to 1820"****"To Your Health! Silver Drinking Vessels, 1601 to 1818"**

UPCOMING EVENTS ...

Colonial Homes' 20th Anniversary Home. featuring reproductions from Colonial Williamsburg licensees, is open to the public 10 a.m. - 6 p.m. May 27 to June 11 at Governor's Land at Two Rivers. \$2 admission.

Pray for Boston: A Day of Fasting, Humiliation and Prayer. Join 18th-century Williamsburg residents May 27 - 29 as they show their support for fellow colonists in non-violent protest of the Boston Port Act, the first of several "intolerable acts." The program runs throughout the Memorial Day weekend.

Send your calendar items via interoffice mail to 'CW News - GBO,' or fax them to 7702. Please send items by noon Friday, two weeks in advance. Call 7281 for information.

NewsBriefs

Staff featured in Capitol Hill tourism event

Representatives from Colonial Williamsburg took part in Virginia Tourism Appreciation Day May 10 on Capitol Hill in Washington, D.C.

The event, sponsored by the Virginia Division of Tourism, featured destinations and attractions from throughout the Commonwealth promoting the state's tourism assets and diversity at a noon reception in the

Cannon House Office Building.

Character interpreters Jack Flintson as John Randolph and Susan Berquist as Martha Washington, joined Fife & Drum Corps representatives Lance Pedigo and Tom DeRose for the event, designed to provide information to Congressional staff who often advise visiting constituents on where to stay and what to see while visiting the area.

Wilburn stresses outreach during annual breakfast for Williamsburg community leaders

Foundation President Robert C. Wilburn, speaking at the annual breakfast for community leaders Tuesday at the Williamsburg Lodge, described key components of 1995 outreach activities by Colonial Williamsburg.

Noting that he is approaching his third anniversary with the Foundation, Wilburn reviewed progress in re-organization and improving the visitor experience. While fine-tuning is still being done in those areas, he said, the emphasis for the coming year centers on letting more people know about Colonial Williamsburg and what it has to offer, and convincing them to choose to come here.

Outreach activities include marketing, communications and education, he told the group of some 200 invited guests, who were shown the two new 30-second televisions filmed in early April at Colonial Williamsburg. He also described a targeted marketing strategy that uses a variety of opportunities to reach potential visitors about Colonial Williamsburg.

Marketing is only half of the game, he noted. Communications activities, aimed at persuading print and broadcast reporters to provide additional "free" coverage, give legitimacy to marketing's "paid" coverage.

He cited the recent filming by

"Wheel of Fortune" camera crews in and around the Historic Area as an example of how the Foundation is trying to identify opportunities to provide greater exposure for the colonial capital, while not becoming overly commercial. In the case of the "Wheel of Fortune," the syndicated game show originally had asked to conduct prize giveaways in the Historic Area. Foundation staff negotiated a compromise that allowed for prize giveaways in and around the Williamsburg Inn, and generic filming in the Historic Area.

Wilburn also noted the long-term potential of the educational outreach program approved by the Board of Trustees last year.

In memory...

Helen B. Harbour, wife of former vice president of presentations John W. Harbour, died April 10 at Riverside Regional Convalescent Center. Burial was in Williamsburg Memorial Park.

She retired from the Williamsburg-James City County school system in 1970 after 38 years of service as a mathematics teacher.

John Harbour joined Colonial Williamsburg in 1955 as director of visitor orientation. He left in 1970 to become executive director of Sleepy Hollow Restorations in Tarrytown, N. Y.

Marketplace

For Sale 1993 Chevrolet Z-34 Lumina AT, AC, PB, PS, CC, PW, black exterior, grey interior, AM/FM/cassette stereo, 25K miles, full factory warranty, \$13,800. Please call 221-0965 after 5 p.m.

For Sale 1991 Honda Accord LX Five-speed, four-door, AC, CC, all power, 100K easy miles, runs like new, looks great - silver color. \$8,000 or make an offer. Call Nancy at 7556 or 966-5891.

For Sale Queen-size waterbed with new heater, \$100. Baby items: auto swing, \$10, like new folding stroller, \$20, large baby carriage, \$20, playpen, \$25. All in good condition. Couch and chair, wood frame, good shape, \$60. Call 229-1768.

For Sale Pair of loveseat sofas, \$200 each. Five-drawer oak chest, \$60. Regal food processor, never used, \$25. Sony color television, 21" screen, \$50. GE compact telephone answering machine, \$10. Four small lamps, \$5 each. Call 7415 or 253-0632 after 5 p.m.

For Sale Like new 7,500 BTU window unit air conditioner, \$250. Large Tappan microwave oven, \$75. Top of the line older model JVC turntable, \$150. Rolling cart, \$25. Stereo cabinet with glass door, \$50. Blue club chair, \$75. Please call 229-5165.

For Sale Karastan Kara Shah carpet with pad 8'2" x 12', Heriz pattern, ivory background with wine, navy and cream tones, excellent condition, \$650. Call 220-9121.

For Sale 50 cu. ft. Kelvinator white chest freezer, less than two years old, \$100. Kenmore white washing machine and GE white dryer, excellent working condition, \$75 each or both for \$100. Brass/marble piano lamp, \$25. Jane Fonda's 3-step aerobic workout and video, adjusts from 4" to 8", \$20. CD tower, wood, holds up to 190 CDs, 46" high, 24" wide, 8-1/2" deep, less than one year old, \$45. White and beige two-piece sectional sofa with Sealy double sleeper in one section, six cushions, ten pillows, just cleaned, \$350. 40" square glass coffee table with cherry cabriole carved legs and frame, \$200. Diehard 2HP electric fishing motor, Diehard marine battery and aluminum Jon boat, \$150. All items negotiable. Call 229-3379 after 6 p.m. or leave message any time.

For Sale Secretarial desk. Left typing return, light oak, used only six months, in excellent condition. Cost today, \$500, asking \$250. Secretarial chair. Top quality, dark brown, like new. Cost today, \$170, asking \$50. File cabinets. Two each, Hon lateral four-drawer, 35" with locks, accepts letter or legal size files, light tan, in excellent condition. Cost today, \$875, asking \$450 each or both for \$800. File cabinet. Hon two-drawer conventional file. Cost today, \$241, asking \$100. Will consider package price for all of the above to one buyer. Call 7249 or 229-7511.

For Sale Mobile home in Newport News, close to Patrick Henry Mall. 12' x 60', three bedrooms, two decks, fenced yard, shed, washer/dryer, much more. Must go, \$6,000 negotiable. Call 7949 from 8:30 a.m. - 5 p.m., Monday-Friday or 249-2647 after 6 p.m.

For Sale Electric furnace (3 yrs. old), \$100. Cast iron bathtub (1 h. drain), almond, \$50. Two electric brass sconces, \$35 pr., 30" vanity mirror, \$20, double hung divided light window, 2-8 X 3-10, \$50, raised panel 2-6 X 6-8 interior door, \$25, raised panel 4-0 X 6-8 bi-fold doors, \$20, Hunter ceiling fan, white, \$25, 24" shower door, clear glass, silver, \$30, Italian hand-blown rose glass chandelier, \$950, Opal shade floor lamp, \$45, Apple System 7, \$10, Paradox RDBMS, \$25, Philips 195 personal dictation recorder, \$15, Philips 295 personal dictation recorder, \$25. Call 221-8077 anytime.

Estate and Moving Sale Cherry dining table, oval, with two leaves, six chairs, cherry. Queen Anne leg, large china cabinet, pedimented, four doors with beveled glass on cabinet base with three drawers above four cabinet doors. If sold together, \$1,800. Two side tables, drop leaf, one drawer, cherry, \$155 each. Two bedside chests, four drawers, \$185 each. Cherry pedimented headboard for queen-size bed, \$165. Cream rug, 12' x 14' Karastan Romantique and pad, \$325. Drop leaf table, Duncan Phyfe style mahogany veneer circa 1908, \$565. Poster single bed, circa 1900, mahogany veneer, \$575. Lady's upholstered ladder back armchair, \$265. Twin mattress and springs, \$85. Whirlpool electric clothes dryer, two years old, \$150. Mirrors, one long \$45 and one smaller, \$15. Work table, folding, \$25. Please call 221-0355 for an appointment for day or evening.

Wanted: Female roommate to share an apartment 1 1/2 miles from CW. It is basically furnished. Rent is \$190 + 1/2 utilities. Must like cats. Available immediately. Call Elizabeth at 565-1216.

Wanted Female, non-smoker roommate needed to share house close to CW and W&M \$300/month + utilities. Call Rhonda at 229-6485.

Help Wanted Two or three strong individuals (preferably with trucks, but I can rent one) to move the entire contents of a one bedroom, two story apartment in Williamsburg. All items are to go to a storage unit in Fort Eustis Saturday, May 27. Call Lynn at 7435.

Good Homes Needed: My name is Pepe, I'm a grey and white kitten with all my baby shots and have tested negative for Feline Leukemia. I also have a parakeet brother, Billy Bird. Our mother is moving to a place that won't accept us. She is heartbroken because she must give us away. Please help me put her mind at ease by finding us a good home (we don't need to be adopted together). Call my mom, others call her Lynn, at 7435.

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