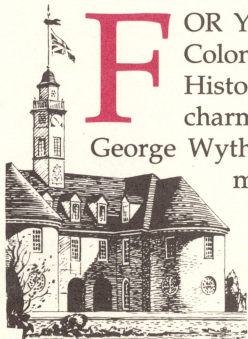


AUTHENTICITY AND QUALITY SINCE 1936

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

## Changes at the George Wythe House



**F**OR YEARS, visitors to Colonial Williamsburg's Historic Area have been charmed by the home of George Wythe, lawyer, statesman, and Virginia signer of the Declaration of Independence. Copies of the handsome brick Georgian home, originally built in 1755, appear in almost every colonial-style residential development in the country.

When the early twentieth-century occupant, the Reverend W. A. R. Goodwin, left the house and it was redecorated, there was no surviving inventory, although a few orders sent by Wythe to England were found. The house, therefore, was refurnished with the guidance of inventories of houses

owned by men of similar wealth and background. Interpreters discussed George Wythe's career rather than his house.

But during recent work to upgrade the building's heating and air conditioning, an extra door was discovered that allowed architectural historians to better frame the story of George Wythe. During the time that the building was closed, curators and historians also had a chance to explore the house and rethink what it said about the eighteenth century.



*The upstairs bedroom at the George Wythe House is typical of bedrooms in the colonial period.*

Layers of old paint were removed to confirm the long-held suspicion that there was a door between the dining room and another room on the first floor that had held Mr. Wythe's scientific equipment. Historians had not been happy with the separation of the scientific equipment from his study. The Wythe House now fits the traditional eighteenth-century floor plan in which the bottom floor usually contained a parlor and a dining room and a bedroom linked by a door.

Paints were also analyzed and the building was found to have been trimmed in blue, purplish brown, ocher, and gray. Rooms were also redecorated to conform to the latest scholarship on period design.

*The dining room and bedrooms at the George Wythe House have been redecorated to reflect the latest scholarship on period design.*





## John Upshur Dies; Was First Director of the Williamsburg Reproductions Program



John Upshur, age 94, died Friday March 19, 1993, at Drummond's Mill Farm, Accomack County, Virginia. In 1937 Mr. Upshur joined the executive staff of Colonial Williamsburg as its first director of reproductions and merchandising. In that capacity he developed a program for the reproduction and sale of important antiques and artifacts. The Williamsburg model has become a standard for similar undertakings throughout the world. He retired in 1958.

"He was the Father of the Williamsburg Reproductions Program," said

Harold Sparks, who was recruited by Upshur in 1946 and succeeded him as director through the early 1980s. "He was a man I admired tremendously. He had integrity that was quite evident and his kindness and understanding were beyond measure."

Upshur developed early products with current and former Williamsburg licensed manufacturers Wedgwood, Kittinger, Friedman Brothers, Dietz Press, Katzenbach and Warren, Kirk Stieff, Schumacher, Virginia Metalcrafters, and the Williamsburg Pottery, many of which are still in the line of reproduction products today.

Memorial contributions may be made to the Paint Restoration Fund of St. James Episcopal Church, in care of Mrs. Collins Snyder, Accomac, Virginia 23301.

## Look for New Advertisements

*"In 1760 a young farmer came here. He studied law, danced with his sweetheart into the night, and ultimately changed his life and each of ours, forever. His name was Thomas Jefferson. The place was Williamsburg, Virginia—the only colonial capital fully restored, to remind us what life was like when we were changing into a place called America. Come to Colonial Williamsburg."*

You may have already heard Hal Holbrook's sonorous voice accompanying this and four similar television spots this spring. Colonial Williamsburg's travel marketing team has launched a series of advertisements in 13 markets that emphasize the 1770s, when Williamsburg figured so prominently in the formation of the country. In addition to the new television spots, which run from March through July, travel marketing has taken a closer look at where visitors are coming from and what they are looking for in a visit to Colonial Williamsburg. The organization addresses these needs on three levels, national, regional, and local.

If you missed the ad, but want to know more about accommodations and package plans, call 1-800-HISTORY for a free 1993 Vacation Planner.

## Exhibitions of Mocha- and Slipware Ceramics Open at Williamsburg

Antique ceramic exhibitions that opened in May at Colonial Williamsburg show that one decorative technique can produce two remarkably different groups of pottery.

"Mocha Mania" features 350 examples of mocha, or banded refined earthenwares characterized by bold graphic designs executed in contrasting colors on bowls, mugs, pitchers, and jugs. Assembled from four private collections, it is in the DeWitt Wallace Decorative Arts Gallery through March 1994.

"The Best Is Not Too Good For You: English Slip-Decorated Earthenware" includes 85 slipware objects of more folk-like character from the Colonial Williamsburg collection. They range from large jugs with incised, or sgraffito, patterns to circular dishes with stylized royal subjects trailed in bold lines. It is at the Abby Aldrich Rockefeller Folk Art Center also through March 1994.

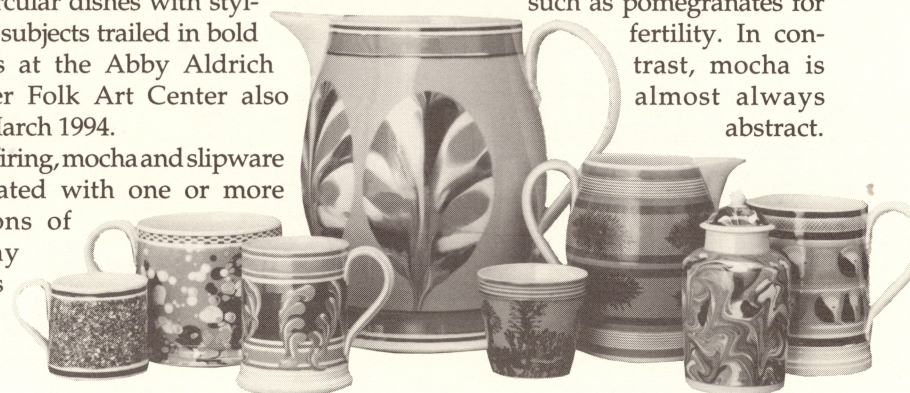
Before firing, mocha and slipware are decorated with one or more applications of liquid clay known as

slip. The slip colors usually contrast with the base pottery—frequently creamware or pearlware in the case of mocha and a rough-grained buff or red earthenware in the case of slipware.

As the two exhibitions demonstrate, a shared decorative technique is where the similarity ends. Mocha designs are colorful and include checkerboards, stripes, branching tree forms, tricolored swirls that resemble worm trails, and cat's eyes. Some designs are impressed or incised, others are plain bands of colored slip.

Earlier slipware design appears less precise. Stylized motifs include abstract patterns, floral or faunal subjects, and popular religious or political themes. Some have inscriptions and dates or patterns that symbolize ideas or good wishes,

such as pomegranates for fertility. In contrast, mocha is almost always abstract.





## Michaelian and Kohlberg Joins Licensee Group

The *Williamsburg* Reproductions Program's newest licensee, Michaelian and Kohlberg, was founded in 1921 to meet the needs of interior designers with the finest designs and quality products in the handmade carpet industry. Company vice president Teddy Sumner said, "We intend and expect that these carpets will be enjoyed and in use for many years to come."

Michaelian and Kohlberg works with weavers in India, Nepal, and China. Their *Williamsburg* woolen handstitched needlepoint carpets and cushion covers will be made in China.

In 1917, Frank Michaelian, founder of Michaelian and Kohlberg and grandfather of the present owners, developed needlepoint on a commercial scale in China for the first time. Production continued until 1937. After China opened its doors to the West, Michaelian and Kohlberg recontacted the same needlepoint facility and revived the art form. "Our needlepoint, although light in weight, is durable, and wear resistant," said Mr. Sumner. "This is due to the tightness and density of the stitch.



*Michaelian and Kohlberg's carpets and cushion covers are handstitched in China. Stitchers are seen here working on the Carter's Grove Refusal Room needlepoint carpet.*

When used with a good flat pad, such as durahold, it should wear for many years." Sizes range from 3' x 5' to 13' 6" x 21'.

The quality of stitching in Michaelian and Kohlberg carpets and cushion covers is truly remarkable. Some have over 80 colors and are stitched with 100 stitches per square inch. It takes a trained craftsman one week to complete one and one-half square feet and over a year to complete a room-size rug.

"We believe there is a heightened desire for quality and artistry in home furnishings today," said Mr. Sumner. "Michaelian and Kohlberg's *Williamsburg* pieces will certainly appeal to that segment of the market. We are pleased to be associated with other *Williamsburg* licensees who also strive to develop outstanding designs from Colonial Williamsburg's vast and diverse collection of antique decorative arts objects for today's homeowner."

## Kirk Stieff Introduces *Williamsburg* Stainless Pattern

*Williamsburg* Royal Shell stainless steel flatware made its debut this spring at the New York Tabletop Show. It is the first stainless pattern from *Williamsburg* to enter the increasingly fashionable and competitively priced flatware market.

The pattern is based on a mid-eighteenth-century antique sterling pattern owned by the Colonial Williamsburg Foundation. "We looked for just the right pattern for years," said product manager Kris Fischer. "We had several good ideas, but most included the shell motif, a popular design element in eighteenth-century decorative arts. When the time came to make a final decision,

we decided to go with the shell." Stainless steel flatware comprised 61 percent of the \$660 million flatware market in 1991.

*Williamsburg* Royal Shell 18/8 stainless steel flatware is one of several high-quality stainless patterns to enter the market in recent months. Manufacturers say that customers are demanding higher quality and value in flatware. These new 18/8 patterns give the customers more choices in this area. "Knowing that the stainless market has become so competitive, we believe our pattern has the design and price features that will make it successful," concluded Ms. Fischer.

Kirk Stieff's *Williamsburg* Royal Shell is made of the highest grade of stainless steel, an alloy that includes 18 parts chrome and 8 parts nickel and is known simply as "18/8." This particular combination of metals has proven to be highly resistant to rust and other staining. To avoid the inevitable staining caused by the acids in some foods, Kirk Stieff suggests that you tell customers to ensure that it is always washed promptly and dried carefully. Stainless steel is dishwasher safe. Kirk Stieff flatware grows even more beautiful over the years as it develops a warm, rich patina through daily use.



## Special Licensee Feature: Of Orchards and Alpenglow

To listen to Ben Lacy talk about the history of apples and his family's orchard is to feel his kinship to the land and the trees. Apple tree orchards cover Freezeland Mountain. The pickers come in season, and the apple juice is squeezed on the mountain. But then it is siphoned into stainless steel tanks and trucked down the mountain to a modern bottling plant that churns out over a million bottles of Virginia sparkling apple cider a year.

Linden Beverage produces a carbonated, non-alcoholic cider. Close your eyes and imagine what it would have been like to quaff the cider that early Virginians pressed from apples and allowed to ferment in days gone by!

From the beginning, Virginians grew apples and other fruits primarily for their juice and as food for hogs. Some planters did offer cider for sale in local markets. Nathaniel Burwell is an example of such a planter. He grew corn, wheat, and another important crop, cider from the apples in his orchard, at Carter's Grove.

Orchard fruits were not widely cultivated for market until later in the nineteenth century. The development of canals and railroads was a boon to marketing Virginia apples. By late in the nineteenth century, settlers and apples had moved across the Piedmont and were firmly ensconced in the western parts of Virginia. The development of cold storage, refrigerator cars, spraying, and the founding of Virginia Polytechnic Institute in 1872 all aided the new industry. Between 1895 and 1900 the number of fruit trees increased by 100 percent.

The boom period was followed by a period of inflation as businessmen planted trees everywhere and the price of apples skyrocketed. The bubble burst around 1920 and apple producers in



*Linden Beverage owner Ben Lacy and director of marketing Debbie Hunter stand on the crest of Freezeland Mountain, the beginning of the Appalachian Mountain range.*

the northwestern United States began to increase their market share.

"Virginia apple producers couldn't compete with them and most Virginia producers turned to apple processing," said Lacy. "My father was a Rhodes scholar, and traveling in Europe about that time he had enjoyed their sparkling cider. I always had that sparkling cider in my mind, but never had the time to research and develop the product."

Stepdaughter Betsy Quarles had the time and the interest, so by 1980 Linden Beverage was incorporated. Production began in 1981. Lacy and stepson George McIntyre built all the equipment from ordered parts and made modifications along the way. Although the first year's production fermented in the bottles, with the help of a microbiologist they

fixed the problem. They called the new non-alcoholic sparkling cider Alpenglow, a word that describes a natural phenomenon in which a red glow appears around the mountains at sunset and sunrise, and won the governor's award for best new product in Virginia in 1983.

Alpenglow marketers convinced Colonial Williamsburg to serve the all natural cider in the colonial taverns in the mid-1980s. In 1991 Colonial Williamsburg asked Linden Beverage to private label the product for resale through its stores and the *Williamsburg Reproductions Program* as part of the successful Tavern Foods line. "Chowning's Virginia Sparkling Apple Cider" received rave reviews and was a finalist for the Outstanding Beverage award in the 1992 National Association for the Specialty Food Trade Product Award Competition.

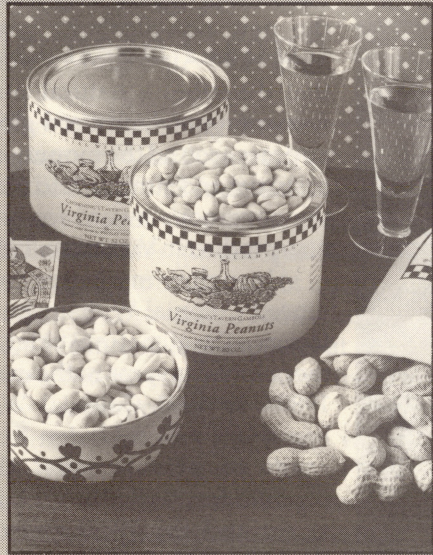
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*Sparkling ciders are favorites with Colonial Williamsburg store and mail order customers.*





## Whitley's "Chowning's Peanuts" Recognized



Whitley Peanut Factory's "Chowning's Tavern Virginia Peanuts" were named as a 1993 National Association for the Specialty Food Trade (NASFT) product award finalist in the Outstanding Hors d'Oeuvres or Snack Food category. Nearly 750 entries were submitted in the competition that yielded 83 finalists in 18 categories. Finalist are judged again at the Summer International Fancy Food and Confection Show.

NASFT is a nonprofit organization that has been fostering trade, commerce, and interest in the specialty food industry since 1952.

## New Publications from Williamsburg!

*Entertaining Ideas from Williamsburg* debuts in October, just in time for Christmas gift giving. It offers the twentieth-century host or hostess year-round ideas for entertaining that incorporate eighteenth-century-style materials. The book includes ideas for holidays and events from Halloween to weddings, and offers an expanded chapter on Christmas entertaining.

Three board books for toddlers will also debut soon. *Colonial Animals*, *Colonial Colors*, and *Count with the Cooper* feature colorful illustrations in an easy-to-follow format perfect for the youngest of readers. All three books are illustrated by Barbara Gibson, a well-known artist.

All of these publications are available through Colonial Williamsburg Wholesale at (804) 220-7178.

## Buy Smart; Buy Williamsburg

Some sound decorating advice was offered to readers of the article "Sure Things" in the February/March 1992 issue of *Decorating Remodeling* that is worth repeating here and to customers looking for smart buys in furniture. The article reminds us that your customers are making important choices that the writer, Mitchell Owens, says take "financial courage." So he offers these tidbits of advice. **Sound Advice #1:** "A cheap sofa will ruin a great room as easily as a cheap pair of shoes ruins a great outfit."

**Sound Advice #2:** "Even if you have to sit on orange crates for awhile, it's better to spend on one quality piece of furniture than on a roomful of cheap, temporary things."

**Sound Advice #3:** "Don't buy anything expecting to replace it later on. Get it right the first time, because there's no good reason to buy something twice."

**Sound Advice #4:** "Buy the absolute very best you can afford."

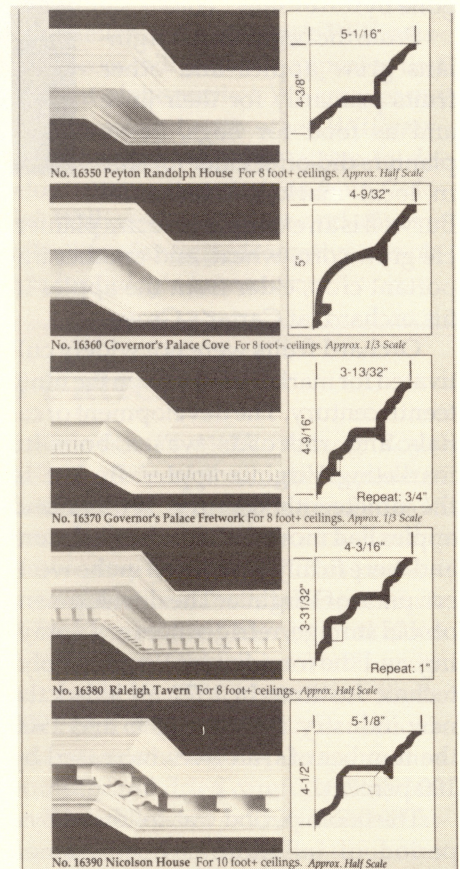
Furniture selected with these pieces of advice in mind is sure to earn its keep for years to come. Suggest Baker Williamsburg for furniture with timeless design and excellence in craftsmanship.

## New Moldings Designed for Standard Ceiling Heights

Focal Point Inc. announced the expansion of its popular line of Williamsburg moldings and trims and now offers models in proportion to conventional ceiling heights.

Downsized but authentically detailed options include the Peyton Randolph House, Governor's Palace Cove, Governor's Palace Fretwork, Raleigh Tavern, and Nicolson House cornice moldings. All of the moldings were chosen for reproduction from the buildings in Colonial Williamsburg.

These additional moldings scales offer architects, builders, designers, and remodelers the opportunity to enhance the appearance of various size rooms in homes with different ceiling heights. Specifiers working with the National Association of Home Builders' new nine-foot standard for ceiling heights and remodelers wanting to establish a consistency and flow of line in homes with ceilings of varying heights will welcome the options now available to them.



Copies of large moldings from Colonial Williamsburg's houses are now available in smaller sizes for today's standard specifications.



(Continued from page 4)

"My brother, George, had the idea to add mulling spices to the cider a few years ago," said Debbie Hunter, now marketing director for the family owned business. In 1986, the juice of scuppernong grapes was blended to develop the third flavor. Finally, the fourth flavor was developed the next year by blending the North Carolina scuppernong juice with a Virginia rougeon grape and apple juice.

Distribution continues to increase and Hunter says that whenever they do a promotional tasting at a store, almost every customer walks out with at least one bottle. When customers at the Craft House on Merchants Square tasted the product in the year it was introduced, some bought a case of cider and twelve Stevens Linens bottle bags. The cider and bag made a perfect holiday hostess gift for under ten dollars. "I think that a lot of people are looking for a non-alcoholic alternative," says Hunter, "and our product meets their needs to combine that with something for a party or gift that is different and festive."

And more than that, its sparkle and taste evoke a bit of Virginia's history.

## Licensees Support Product Tag Program

*Williamsburg* licensed manufacturers have been printing and inserting burgundy *Williamsburg* product information tags since 1990. Recently the tag covers have been changed to a matte rather than glossy burgundy cover to coordinate with the historic look of all *Williamsburg* products from the eighteenth-century, folk art, and other Colonial Williamsburg collections, which date from the seventeenth to the twentieth centuries.

"Not all products use a coordinating hang tag," said Sara Flanary, marketing copywriter, "since many items, like needlework, paper napkins, and blankets, are already packaged and the history of the antique resource is on that packaging. Other items, like fabric and moldings, are custom orders and the product information appears on showroom samples and in manufacturers' catalogs." Licensees who do use product tags include Baker Furniture, Crummes, Claire Murray, D. R. Dimes, Foreign Advisory Service, Friedman

Brothers Decorative Arts, Crown Crafts, Goodwin Weavers, Homer Laughlin, J. J. Kormann, Karastan, Kedron, Kirk Stieff, Mottahedeh, Palais Royal, Period Lighting, Rowe Pottery, Williamsburg Pottery, Wedgwood, and Virginia Metalcrafters.

Beginning this summer, products will be randomly checked for tags and manufacturers will be notified of the results. If you have any comments or questions about *Williamsburg* product information tags, please contact Ms. Flanary in the Product Management Office by calling (804) 220-7293.

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### Comments/Suggestions

Comments and suggestions for making this newsletter more effective are welcome. If your sales representatives would benefit from receiving this quarterly newsletter, please send names and addresses to be added to our mailing list. Write: Sara Flanary, Colonial Williamsburg Foundation, P. O. Box 1776, Williamsburg, VA 23187-1776, call 804-220-7293, or fax 804-220-7759.

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