

AUTHENTICITY AND QUALITY SINCE 1936

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

New Englander Licensed



FLOWERS, beautiful garlands, wreaths, and bouquets were as much a part of eighteenth-century culture as they are today. Ladies as well as gentlemen wore fresh flowers, often to help counter the shortcomings of eighteenth-century hygiene. As its name suggests, the "nosegay" was literally a cluster of flowers held near the nose to reduce the effect of unpleasant odor, thus making one's nose happy or gay.

Drying flowers was a common practice in both England and the colonies. The lovely results were used in arrangements that brightened homes throughout the winter months.

The New Englander Company, Colonial Williamsburg's newest licensee, is doing much to revive this timeless tradition with their new line of Williamsburg dried flowers. To this exciting product grouping, Bill Marshall, president and owner, brings his critical eye for quality and his staff's expertise in the craft of dried flower design.

Featured in the line are eight graceful styles of dried flower and grapevine wreaths with suggested retail prices ranging from fifteen to three hundred dollars. A southern cone wreath and a Christmas wreath will be ready in time for the holiday season, and boxed flowers will soon be introduced. Staff designers have faithfully experimented to come up with the best mix of color and stem lengths to enable customers to create their own arrangements.

For those who prefer pre-arranged flowers, there will be bouquets of dried flowers called "tussie-mussies." These well-priced bouquets wrapped in tissue paper will invite impulse purchases. The tussie-mussie takes its name from the old English word "tuzzie," which means posy or knot of flowers. An eighteenth-century lady often wore a tussie-mussie or bouquet of fresh flowers at her bosom and kept the flowers from wilting by placing their stems into a "bosombottle," a small glass tube filled with water that was tucked out of sight in the lace of her bodice.

Displays of dried plant materials in

the exhibition buildings have done much to stimulate interest in dried flowers for home decorating. In recent years the use of natural materials has become increasingly popular and dried flowers have gained much exposure in leading shelter magazines across the country. *Traditional Home* will feature an article in their upcoming fall 1988 issue on potpourri and tussie-mussies, which will include a history of dried flowers and herbs. Bill Marshall and the Colonial Williamsburg marketing staff feel strongly that the marketplace is primed for Williamsburg dried flower designs.



Colonial Williamsburg Hosted First Licensed Manufacturers Trade Show

On Tuesday, May 10, the first annual trade show for Licensed Manufacturers and Williamsburg Shops representatives was held in the Tidewater Room of the Williamsburg Lodge. With more than thirty manufacturers and fifty shops participating, the trade show offered the opportunity for shops representatives to view new products and meet manufacturers firsthand. The show was pronounced an immediate success.



Ardith Gulbransen from Something Special in Barrington, Illinois, and Eva de Greve, sales representative for Crummles, completed an order for *Williamsburg* enamel boxes.



Owen Hickey highlighted images in New York Graphic Society's line of *Williamsburg* prints.



As Charles Salembier can attest, the Virginia Metalcrafters brought the spirit of the holiday season to the trade show with a tree trimmed with the new ciphers Christmas ornaments.

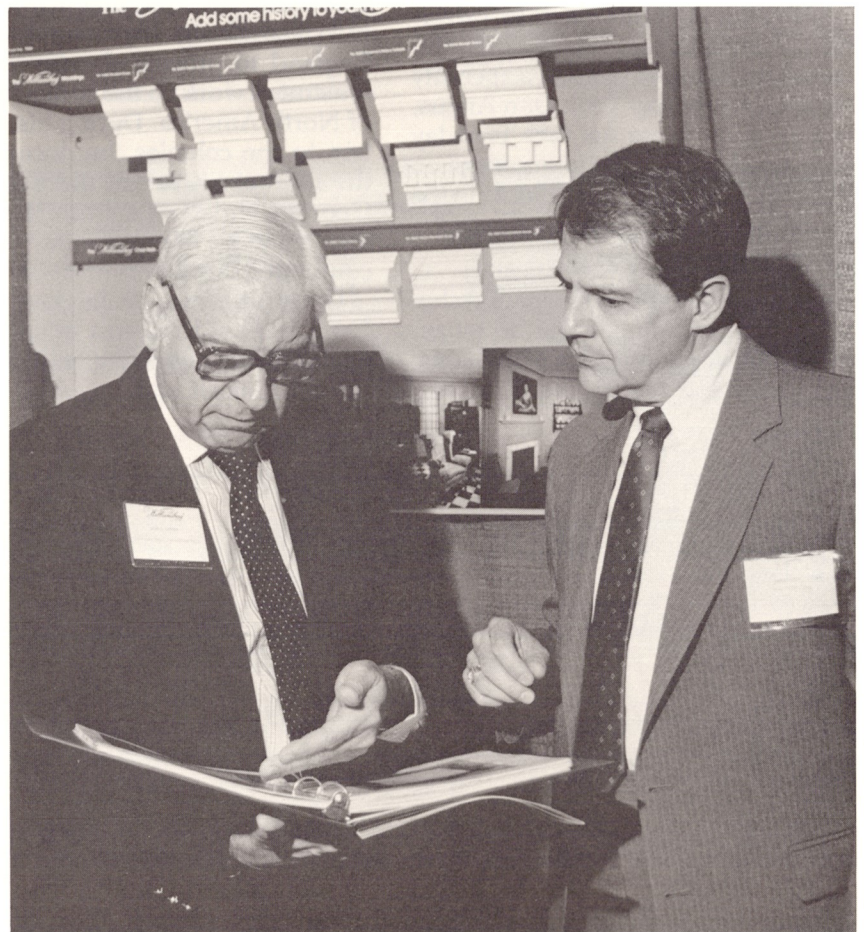


A display of blue decorated stoneware arranged by Jim Rowe of Rowe Pottery Works, Inc., enticed shops representatives to place orders.



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Bernie Singer of Friedman Brothers Decorative Arts, Inc., and Harold Zeh of Focal Point, Inc., discussed the molding business.



New Sales Training Tool Available

A VHS tape of portions of the May 10 Licensed Manufacturers and Williamsburg Shops meeting is now available. The informative fifteen-minute tape highlights the Reproductions Program's commitment to quality and authenticity. It contains a brief description of the historical importance of Williamsburg and testimonials by those who produce, sell, and buy Colonial Williamsburg approved products. Color imagery and eighteenth-century music support the narrative.

Consider showing the tape to your sales staff. For new employees it's an excellent introduction to the Program; for veterans it's a worthwhile reminder of the value of the *Williamsburg* brand.

To borrow the tape, contact Shirley Epperly, Colonial Williamsburg, P. O. Box C, Williamsburg, VA 23187, (804)-220-7494.



Promote A Special Theme For Holiday Entertaining

Usher in the holiday season this fall with Colonial Williamsburg approved products. Your shop can provide customers with all the components necessary to host a festive Christmas party.

Invitations by C. R. Gibson summon friends to a special event. Tapes and records from Colonial Williamsburg create a festive mood, while wassail from The Added Touch provides the holiday cheer.

Last November, the customer service staff at Colonial Williamsburg helped a California resident acquire all the accoutrements necessary for what the society page referred to as "the most original party theme of the season." Guests arriving in "colo-

nial" costume were welcomed into a home bedecked with traditional garlands of greenery and fresh fruit. An apple cone from Cooperman Fife and Drum Company was the centerpiece for a table laden with food prepared from recipes in the *Williamsburg Cookbook*. Paper napkins with a design interpreted from a quilt in the Abby Aldrich Rockefeller Folk Art Center added flair to the table, while recorded carols by madrigal singers from Colonial Williamsburg provided the background music.

Encourage your customers to capture the magic of the holidays in Williamsburg with the wide variety of products available in your shop.

Catalog Overruns For Williamsburg Shops

In the fall of 1987 many Williamsburg Shops experimented with a new merchandising tool, an eight-page color brochure featuring Colonial Williamsburg approved products. Prepared by Colonial Williamsburg and offered to the shops for a nominal charge, the brochure was composed of selected spreads from the Foundation's mail-order catalog. A similar brochure was produced this spring. Both were available with or without the shop's own logo preprinted on the back cover.

The shops put the brochures to use in a variety of ways. Some sent the brochures to customers on their in-house mailing lists. Recently authorized Mastercraft Interiors decided to use the brochures to introduce customers to their new Williamsburg Shops in Alexandria, Virginia, and Annapolis and Rockville, Maryland. Something Special in Barrington, Illinois, arranged to have the brochures inserted in an edition of their local Sunday newspaper. Others have used the brochures as handouts,

shopping bag enclosures, and inserts in their own catalogs.

A fall 1988 brochure, expanded to twelve pages and offering a number of exciting new products, will be available in August. Lap blankets from Goodwin Guild Weavers, stoneware crocks and pitchers by Rowe Pottery, a new Windsor bench by Eldred Wheeler, and the Baby in Red Chair framed print by J. J. Kormann and Son will be highlighted. Other new products to be featured include Virginia Metalcrafters' Queen Anne brass bookends, a selection of Christmas cards by C. R. Gibson, the Catesby 1989 Engagement Calendar by Universe Books, and a new Colonial Williamsburg publication, *Williamsburg Before and After: The Rebirth of Virginia's Colonial Capital*.

The development and distribution of these special brochures represents a coordinated effort on the part of Colonial Williamsburg and the Williamsburg Shops to increase the public's awareness of the wide range of products available through the shops network.



Remember You Are Invited

Licensed manufacturers and shop managers are encouraged to visit the Reproductions Program showrooms in Atlanta and High Point. The welcome mat will be out at the Atlanta Merchandise Mart (space 11-L-4) for the mini-market September 17-20. From October 20 to 28, the showroom located in the Hamilton Wrenn area of High Point will feature a display of informal products from Colonial Williamsburg. Come see what's new.





Elaine Shirley holds a young lamb, offspring of Willoughby, a rare English Leicester ram.

Colonial Williamsburg Works To Preserve Minor Breeds

Horses, sheep, and oxen are part of the sights and sounds of this colonial town that enchant visitors both young and old. But over the past ten years, Colonial Williamsburg's interest in animals has grown from one of merely using animals to add a touch of reality to pastoral settings, to a cause more academic and aligned with the purpose of conserving old breeds of livestock.

The Foundation is rightfully proud of its growing collection of animals, now composed of around eighteen horses, two mules, four oxen, fifteen sheep, six lambs, six goslings, and any number of chickens of at least a half-dozen varieties. Groomed, fed, and loved by a dozen employees in the Department of Coach and Live-

stock Operations, many of the animals represent nearly extinct minor breeds that exist in very low numbers because they are not considered important for today's farming methods. Colonial Williamsburg has become concerned with minor breeds like Devon cattle, English Leicester sheep, and Dominique chickens because the Foundation would like to use animals correct for the time period it interprets and to conserve some of these minor breeds for future generations.

Visitors can get information on eighteenth-century animal husbandry today in a variety of special programs offered throughout the Historic Area. Star and Toby, two well-fed draft horses, can be seen in Mr. Wythe's stable on some summer mornings be-

ing brushed by their handler, who tells twentieth-century visitors how horses were imported to the colonies by early explorers. Toddlers poke heads through fences to say "baa," while a shepherdess tells parents that the six woolly lambs were sired by a rare Leicester ram.

These scenic and lively experiences make a trip to Colonial Williamsburg a treasured memory. The reproduction of antique chairs and candlesticks seems easy compared to the job of reproducing a flock of minor breed sheep. If only we could reproduce the wonder of a three-year-old patting his very first lamb or his delight in seeing a brood of newborn guinea chicks.

Williamsburg
SHOP
NEWS

We welcome four new stores to the growing list of authorized Williamsburg Shops. TOMS-PRICE of Wheaton, Illinois, has been approved as a Williamsburg Interior Design Shop. DILWORTHTOWN COUNTRY STORE of West Chester, Pennsylvania, and THE TIN SOLDIER of Birmingham, Michigan, have been approved as Williamsburg Gift and Accessory Shops. Encouraged by the success of their existing Shop, FROST & BUDD LTD. of Minneapolis, Minnesota, is opening a second Williamsburg Gift and Accessory Shop in Wayzata, Minnesota.

O'NEILL AND BISHOP in Haverford, Pennsylvania, was the first Williamsburg Shop to open in a specialty store in September 1965. Don Angus, who will celebrate his 89th birthday this summer, was the manager when the shop opened and still works in the shop three days a week.

BELL'S TRADITIONALS of Asheville, North Carolina, will no longer carry the designation of a Williamsburg Gift and Decorative Accessory Shop.

1989 Calendar and Address Book Feature Catesby Flora and Fauna

Images of flora and fauna taken from Mark Catesby's *Natural History of Carolina, Florida, and the Bahama Islands* serve as the subject for the 1989 Colonial Williamsburg Engagement Calendar and a striking new address book produced by Universe Books.

The calendar measures 7¼" by 8¼" and features twenty-six color and twenty-six black-and-white reproductions on matte stock of plates from the English naturalist's work. The slightly larger address book contains twenty illustrations printed on heavy glossy paper. Pages in the address book are tabbed for easy reference. Both the address book and the calendar are hardbound with raspberry cloth spines.

Mark Catesby first came to Virginia from England in 1712 and spent seven years with his sister and her husband in Williamsburg. He then returned to England to procure sponsors for an illustrated work on the natural history of North America. During his second trip to the colonies, he documented the natural history of the Carolinas, Georgia, and the Bahamas; the drawings done in Virginia were probably completed during his first visit.

Upon returning to England again, Catesby found the cost of engraving prohibitively expensive, so he learned the art himself and engraved all but

two of the 220 prints. Catesby's achievement ranks as one of the most important early works on North American natural history. Colonial Williamsburg is fortunate to own several copies.



To place an order for the calendar (\$13.95 retail) and the address book (\$16.95 retail), contact Universe Books, 381 Park Avenue South, New York, New York 10016, (212)-685-7400.

The Colonial Williamsburg Foundation
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