

FOLLY COVE DESIGNERS 1938-1982 ARCHIVE COLLECTION A78

Cape Ann Museum
27 Pleasant Street
Gloucester, MA 01930

7 Doc Boxes (3.5 linear feet)
1 Scrapbook

Accession # 2338.1 - 2338.5
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Biographical Note

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BIOGRAPHICAL NOTE

Virginia Lee Burton (1909-1968) was the talented author and illustrator of some of the most enduring books ever written for children. The winner of the 1942 Caldecott Medal for *The Little House*, Burton wrote books that featured heroes, happy endings, lively illustrations, and a dash of nostalgia. She lived with her two sons, Aristides and Michael, and her husband George Demetrios, the sculptor, in a section of Gloucester, MA called Folly Cove. There she taught a class in design, and from it emerged the Folly Cove Designers, a group of internationally known professional artisans.

The women and men who learned the art of block printing from Virginia Lee Demetrios formed a craft guild in 1939. They chose the name Folly Cove Designers for their trademark and logo – still familiar today. The textiles first created for home use were sold through Home Industries in Rockport, MA. In 1948 a barn owned by the Demetrios family at Folly Cove became the center for exhibits and sales, which continued for twenty years. Virginia Lee Burton died in 1968, and the Folly Cove Designers disbanded the following year.

To become a Folly Cove Designer, each person had to create a design that was reviewed by a five-member jury. All designs had to be approved before they could be cut, inked, and printed. Some members had a printing press at home; others used the Acorn press at the Folly Cove barn. In summer, designers gave demonstrations there, inking and printing blocks on placemats, runners, hangings, yard goods, and skirts. Through the years the block print fabrics of the Folly Cove Designers have had worldwide acclaim, featured in special exhibits and newspaper and magazine articles.

The Folly Cove Collection, which has been at the Cape Ann Museum in Gloucester, MA since 1971, is the largest collection of the work of the Folly Cove Designers in the world. It is a resource for textile designers, businesses, and craft historians, and an inspiration for creators of handmade art.

SCOPE AND CONTENT

The heart of this collection lies not in one particular area of the files, but in the entirety of the collection itself. The letters, advertisements, bills, and other documents of the Folly Cove Designers were graciously donated to the Cape Ann Museum by multiple sources. Included are both donations by family members of Virginia Lee Burton and the Folly Cove Designers, as well as the Folly Cove Designers themselves.

SERIES DESCRIPTION

Box 1 of this collection contains photographs, both personal and professional, of the Folly Cove Designers and their work space. Some show members of the craft guild at work in the barn at Folly Cove; others show Virginia Lee Burton in particular, at home and at work.

Box 2 contains thirteen files, spanning from the 1940s to the 1980s, containing: catalogues, advertisements, lists of designs, rules & regulations, price lists, business & miscellaneous correspondence, notes by Virginia Lee Demetrios. The materials within each individual file have been ordered chronologically, while the collection of files has been rearranged thematically, in descending order of relevance to the Folly Cove Designers. (The subject matter of files shifts from professional to personal.)

Box 3 is comprised of financial documents of the Folly Cove Designers. Primarily correspondence between the craft guild and clients, but it also contains other “business-related” items such as invoices and final products. (Two similar items – Account Books- are contained in Box 2) The items within each file have been ordered chronologically by starting date, as have the files themselves. The contents of the box span the years 1944-1974.

Box 4 contains more recent files, dated between 1983 and 2013. These materials relate to the proceedings after the Folly Cove Designers had disbanded, including publications and exhibitions of artwork displayed at the Cape Ann Museum, as well as plans for the new FCD gallery in 2013. The files are ordered chronologically by starting date.

Box 5 contains the typed transcripts of interviews with members of the Folly Cove Designers, a thumbdrive of the actual interviews and transcripts, 8 CDs of the same, 14 black & white photographs, and 13 sheets of negatives.

Box 6 contains the original audio tapes of the interviews and duplicate photographs.

Box 7 contains the tax returns of the organization, and correspondence with the IRS 1952 to 1971

The large **scrapbook** is the final piece of this collection and contains photos, newspaper and magazine articles, invitations to exhibits and open houses, design identification cards, and other paper ephemera relating to the Folly Cove Designers.

CONTAINER LIST

Box #1

File 1: Photos of the FCD, barn and equipment

File 2: Photos of the Virginia Lee Burton (Demetrios), personal and professional

File 3: Photos of the Folly Cove Designers at work (all scanned)

File 4: 2 glossy B&W 8" x 10" photos of the FCD Studio.

One glossy B&W 9" x 8" photo of the FCD Press

Box #2

File 1: Catalogs (1940-1982)

a. *America House of New York* (1940-1944)

b. *An Exhibition of Contemporary New England Handicrafts*, Worcester Art Museum (1943)

c. *Annual International Textile Exhibition*, Weatherspoon Art Gallery, Woman's College of U.N.C (1944)

d. *Fibers and Fabrics*, The Wenham Historical Association (1949)

e. *Designer Craftsmen U.S.A.* (1953)

f. *New England Craft Exhibition*, The Junior League of Worcester, Inc. (1955)

g. *Massachusetts Crafts of Today*, The Society of Arts and Crafts (1956)

h. *Adirondack Store* (1966-67)

i. *The Rockport Anchor*, Rockport Board of Trade Massachusetts (1968)

j. *Folly Cove Designers: A Retrospective*, CAHA (1982)

File 2: Advertisements & Press (Nov 1943-1967)

Includes

newspaper clippings and magazine articles

a. House and Garden, The Conde Nast Publications, Inc. (Nov 1943)

b. The New Yorker (Sept 1945)

c. Rural Handicrafts in the USA (1946)

d. Boston Sunday Herald (Oct 1946)

e. Boston Herald (May 1947)

f. Boston Sunday Herald (March 28, 1948)

g. Boston Sunday Herald (March 30, 1948)

h. Monterey Peninsula Herald (Feb 1950)

i. The Trumpeteer (Apr 1950)

j. The New Yorker (Jun 1952)

k. America House (Jul 1953)

l. This Week (May 1955)

m. New York Times (Sept 1957)

n. Brown's of Gloucester (1965)

o. Gloucester Daily Times (Aug 1966)

p. Brown's of Gloucester (1967)

q. Additional unmarked clippings (some are dated)

File 3: Lists of Designs

File 4: Design List (& Their Designers)

File 5: Rules and Regulations (Nov 1945-Jan 1956) Created by the Folly Cove Designers

File 6: Price Lists (1949-1969) Includes Retail Prices and a Diagram/Layout of Certain Prints

File 7: Ledger (1942-1945)

File 8: Ledger - Designers' Accounts (1950-1955)

File 9: Business Correspondence between FCD, Galey & Lord, Cohn-Hall-Marx Company, (July 2, 1947-June 15, 1955)

Includes designs appropriated by Galey & Lord, Cohn-Hall-Marx Company

File 10: Business Correspondence between FCD and William Skinner & Sons (1947-50)

Includes thirty documents altogether, primarily letters between Dorothy Norton,

Secretary FCD and George W. Gibson, Vice President William Skinner & Sons

Box #2 (cont.)

File 11: Miscellaneous Correspondence (1948-1976)

Includes correspondence with Academie des Beaux-Arts of Belgium, Boston Printing Ink Company, Sawyer Free Library, Gloucester National Bank, Gloucester Postmaster, Gloucester High School, and others

File 12: Notes of Virginia Lee Demetrios

Includes History of the Folly Cove Designers (1938-1948)

File 13: Misc. newspaper and magazine articles, obituaries of Virginia Lee Demetrios, Mary Maletskos, and Eino Natti included

Box #3

File 1: Lord & Taylor - Correspondence and Invoices (August 1944 - July 1947)

File 2: Woman's Day - Correspondence, Invoices, and January 1945 Issue of the Magazine (1944-1945)

File 3: Life Magazine - Correspondence, Design List, and Magazine (August 1945 - March 1946)

File 4: F. Schumacher & Co. - Correspondence and Invoices (1945-1946)

Includes correspondence with M. A. Dalton, Peter Leavitt, and Rene Carrillo

File 5: F. Schumacher & Co., Correspondence, cont. (1947-1950)

File 6: Special Projects and Exhibitions - Correspondence, Product Request Forms, and Invoices (1945 - 1973)

File 7: Rich's of Atlanta, GA - Correspondence and Invoices (1945-1948)

Note: Rich's has since become Macy's Department Store

File 8: Correspondence regarding Folly Cove Trademark, includes samples and original trademark (Jan 1946 - Oct 1949)

File 9: Edwin M. Knowles China Co. - Correspondence and Invoices (1950-1952)

File 10: Guernsey Project for the Goyette Museum - Correspondence (1951-1952)

File 11: Cape Ann Historical Association - Correspondence (1969-1974)

File 12: Mary Ann Lash - Correspondence (1970)

Note: Lash was a member of the Folly Cove Designers

File 13: Sawyer Free Library - Correspondence (1972)

Box #4

File 1: Misc. Correspondence, including letters with Harold Bell, Deborah L. Goodwin, and Judith McCulloch of the Cape Ann Historical Association (1983-1998)

File 2: Show and Exhibition Prep Materials (1993-2007)

File 3: Original Print of the Folly Cove Designers Exhibition Catalog (1996)

File 4: Notes and Information regarding the Folly Cove Designers Exhibition Catalog, Includes design lists and correspondence (compiled after the original print was drafted, dated up to December 2012)

File 5: Correspondence with Houghton Mifflin regarding the Exhibition of artwork by VLB at Boston Public Library (August 24 - November 11, 1999)

File 6: Recent Catalogs (2005-2013)

Ku:nel Magazine in Japan (Jan 2005)

Hakusensha, MOE (Sept 2009)

Approach Magazine, Takenaka Corporation, Printed in Japan (Spring 2010)

Cape Ann: North of Boston Living (Fall 2012)

Hakusensha, MOE (May 2013)

File 7: *A National Vernacular*, Caroline Barnett, College Student Paper on FCD (April 2011)

File 8: Notes for A New Folly Cove Designers Gallery (Jun 28, 2011 - Jan 24, 2013)

File 9: Folly Cove Designers Calendar 2013: Notes and Correspondence, also includes the calendar itself (2012-2013)

File 10: 4 typewritten pages of exhibition captions - Folly Cove Designers 1938-1969
6 typewritten pages of chronology of FCD by Peggy Norton
FCD notecard to D. Goodwin from Louise Kenyon, July 1982
Note to D. Goodwin from Dorothy Norton, June 1982
Note from Betty Smith to CAM re: the exhibition, Aug. 1982
Letter to D. Goodwin from Dorothy Norton, winter/spring 1982
Letter to D. Goodwin from Lee Kingman Natti, July 1982 & reply Aug. 1982
Letter to D. Goodwin from Lee Kingman Natti, Aug 1982
Letter to D. Goodwin from Lee Kingman Natti, Nov. 1982
3 page letter to Dorothy Norton from Hyde Cox
FDC Decal
Note "All Sales Slips Should Have the Following Information"
13 page list of "Designs Approved and Shown Under the Folly Cove Name" with the artist.

Addendum

Audio tapes of interviews with surviving Folly Cove Designers members, and their transcriptions, plus photographs. These were created by Prof. Theodora “Penny” Martin in the 1990s and given to Prof. Jennifer Scanlon for her use in an article on the Folly Cove Designers. Prof. Scanlon then gave them to Christine Lundberg & Rawn Fulton (Red Dory Productions and Searchlight Films) to use for their film of the Folly Cove Designers with the understanding that they would then be given to the CAM. Searchlight Films & CAM digitized the audio & written contents.

Box #5

Typed transcripts of interviews with members of the Folly Cove Designers:

Burton, Hilja
Clarke, Aino
Corliss, Ida
Curtis, Eleanor
Demetrios, Aris
Demetrios, Mike
Griffin, Gert
Harvey, Faith
Hendy, Ruth
Hoagland, Mahlon
Hoffman, Barbara Brisbee Souza
Holloran, Bob
Holloran, Elizabeth (Libby) (2)
Iarrabino, Betty & Tony
Jacobson, Helen Pistenmaa
Kaihlanen, Hilda
Kenyon, Louis
Maletskos, Costa
Maletskos, Ethel
Maletskos, Mary
Malmi, Eleanor
Natti, Lee Kingman (4)
Norton, Dorothy (printed obit only)
Norton, Peggy (2)
Olsen, Vera Seppala
Sheppard, Irja Jacobson
Steele, Lee

A thumbdrive of the actual interviews and transcripts

8 CDs of the same

14 (8” x 10”) black & white photographs

13 sheets of negatives containing @ 500 negatives with contact sheets.

Box #6

39 original audio tapes of the interviews

Duplicate black & white photographs

Addendum

Box #7

- File 1: Biology notebook kept by Dorothy Norton
Fabric scrap with FCD logo repeat.
1952 Partnership Return
1958 Exhibition figures.
- File 2: Tax Returns 1959-1960
Correspondence with the IRS with brief history of FCD
Payments to individual designers for items sold.
Inventory of raw materials.
- File 3: Tax Returns 1961-1962
Summary of expenses (materials)
- File 4: Tax Returns 1963
Correspondence with the IRS
Payments to individual designers for items sold.
- File 5: Tax Returns 1964
Summary of expenses (materials)
Payments to individual designers for items sold.
- File 6: Tax Returns 1965
Payments to individual designers for items sold.
- File 7: Tax Returns 1966
Payments to individual designers for items sold.
- File 8: Tax Returns 1967
Payments to individual designers for items sold.
Summary of expenses (materials)
- File 9: Tax Returns 1968
Payments to individual designers for items sold.
Summary of expenses (materials)
Inventory of materials on hand
- File 10: Tax Returns 1968
Payments to individual designers for items sold.
List of members.
Inventory of materials on hand as of Dec 31 1967
List of supplies (materials) purchased.
- File 11: Booklets and correspondence re: fabric content labels, 1969
List of members.
- File 12: Tax Returns 1969
List of cost of cloth purchased by individual designers.
- File 13: Tax Returns 1970
Payments to individual designers for items sold.
Inventory of materials on hand as of Dec 31 1968
- File 14: Tax Returns 1971
Payments to individual designers for items sold (1970).

Scrapbook

Page 1: Newspaper articles, listed in order of rows from left to right

Gloucester Daily Times - July 15, 1940
New Cape Art Group - 1940
Exhibiting Work at Boston Show - 1942
Open Annual Exhibit and Sale Tomorrow - 1945
Plan Private Showing - 1947
Show Artistry in Wide Variety - July 19, 1946
500 Interested Persons - 1948
Folly Cove Designers - 1948
Show Opens - 1949
Open New Exhibition - 1949
To Present Exhibition - 1941
Some Interesting and Unique Designs - 1950
Show Opens - 1950

Page 2: Newspaper articles

Local Craftsmen Exhibit Worcester - 1952
Starts New Show - August 1, 1952
Have 500 at Opening Exhibition - 1949
Prints Shown by Folly Cove - 1953
Craft Display for Festival Opens Tonight - 1954
Designers Opening Exhibition Aug. 6 - 1948
Folly Cove Designers Jury (with photo) - 1948
Open Exhibit Tomorrow - July 31, 1954
Show Cape Ann in Prints - August 27, 1952
Making of Cards, Prints Taught in New Series - 1959
Exhibit Opens Sunday Afternoon at 2 - 1957
Designer a Year Ahead of Congress on Alaska - 1958
Natti Talks on Design Group - 1959
Use England Motifs - 1954
Designers Shop in Folly Cove to Open - 1959
Designers Begin Their 20th Year - 1959

Page 3: Newspaper articles

Get New Pattern Ideas From What's Around Them - GDT, July 30, 1957
New Designs Expressive of Life on Cape Ann - August 1, 1953
Ladies Prepare FCD's Home - GDT, July 26, 1957
Exhibit Opens Sunday for 17th Year - 1956
Open House Sunday Afternoon - 1960
They demonstrate good design - Alan Adelson, 1963
New Designs at Folly Cove - 1961
Cape Ann artists to show works at Beverly Farms - July 9, 1964

Page 4: Newspaper articles

Their Theme is Cape Ann - The Cape Ann Countryman, Betty Smith, 1956
500 view old and new works by FCD - August 7, 1964
Gloucester man wins Regional Art prize - GDT, July 18, 1963
New design- Flowers, plovers at Folly Cove - GDT, August 12, 1966

Page 5: Newspaper articles

Congressional Record: Appendix - October 9
The Lookout - GDT, November 24, 1945
Up With The Times: Folly Cove - Beverly Times, August 13, 1962
FCD Are Represented in Worcester - October 26, 1948
Eino Natti Tells Rotarians About Art as Craft, Business - January 15, 1952

- Page 6: Newspaper and magazine articles, Photos
Craftsman's World: Folly Cove Blockprinting - Eino Natti, Summer 1951
Library Officials Hear Talks on Titanic Fate - GDT, October 1, 1955
Photos, Folly Cove Supper at Folly Cove after the Annual Open House
- Page 7: Newspaper articles
To Folly Cove Designers - GDT, July 31, 1964
FCD hosts hundreds for their showing - August 2, 1965
Five Designs unveiled at Folly Cove - GDT, July 26, 1967
Photo: Miss Dorothy Norton, secretary - GDT, April 4, 1959
"Chickadee" by Lee Natti
"Queen Anne's Lace" by Mary Maltskos
- Page 8: Yankee Prints Get National Recognition - Life Magazine, November 25, 1945
- Page 9: Photo: Eino Natti Working in the FCD Barn
- Page 10: Newspaper and magazine articles
Today's Woman: FC Sets High Standards for Design and Achievement - The Christian Science Monitor, Boston, December 22, 1943
Babson Discusses New Ideas in Cooperative Experiments - Roger W. Babson, Connellsville, P.A. Courier, September 15, 1945
Small Business and Crafts - Damon Ripley, Yankee, June 1965
Hand-blocked Goods - Yankee, February 1947
Photos: "The Gossips" and "wallpapers" - House & Garden Magazine
- Page 11: Advertisement by Lord & Taylor - The New York Times, August 20, 1945
- Page 12: Newspaper and magazine articles, clippings, advertisements
Folly Cove Originals Exclusive with Jays - Boston Sunday Herald, 1946
An American Craft Group Designs Fabrics - Lord & Taylor
New Fabrics from Folly Cove - New York Herald Tribune
Pony Print is Young and Gay - New York Herald Tribune, June 7, 1946
Fabrics that catch the spirit of a village green - House & Garden
Photo: New England Flowers - Boston Herald, September 9, 1946
Renewing your Home - Gloria Gould, Boston Herald, September 9, 1946
Advertisement for Rich's of Atlanta - House & Garden, August 1946
Photo: Lively colors in the nursery - House & Garden, September 1946
- Page 13: Invitations to exhibits and open houses, with designs
15th annual exhibition, August 1 (design by Eino Natti)
18th exhibition, July 28
Open House, July 23, 1962 ("Gloucester" by Eino Natti)
Exhibition of new designs, July 28, 1962 ("Home Port" by Louise T. Kenyon)
Open House, July 10 (design by Louise Kenyon)
Exhibit, April 1, 1962 ("Low, Low Tide" by Virginia Lee Demetrios)
Open House, July 29, 1963 ("Baked Bean Supper" by Peggy Norton)
- Page 14: Invitations, cont.
Exhibit, 1964 ("Gulls" by Lee Natti)
Open House, 1965 ("Up Country Meet" by Louise T. Kenyon)
Exhibit, 1963 ("Yo Heave Ho" by Eino Natti)
Exhibit, 1960 ("New England Farm" by Eino Natti)
Exhibit, 1965 ("Winter Water Fowl" by Eino Natti)
Open House, 1966 ("Early Bird" by Virginia Lee Demetrios)
Exhibit, 1967 ("Plovers" by Mary Ann Mangan)
Open House, 1967 ("Hootenanny" by Lee Natti)
Exhibit, 1968 ("George's Garden" by Virginia Lee Demetrios)

Page 15: Invitations, cont.

Open House ("Summer Weather" by Mary Ann Lash)
Bring Your Christmas Shopping Problems to Them (four)
Identification Chart for Design, "Garland of the States" by Louise T. Kenyon

Page 16: Design identification cards

"Up Country Meet" by Louise T. Kenyon
"Garland of the States" by Louise T. Kenyon
"Gloucester" by Eino Natti
"Low, Low Tide" by Virginia Lee Demetrios
"Head of the Cove" by Louise Kenyon
"Thirty-four Cows" by Louise Kenyon
"Winter Boarders" by Virginia Lee Demetrios
"Yo Heave Ho" by Eino Natti
"Apple Pie" by Peggy Norton
"New England Farm" by Eino Natti
"New England Flowers" by Louise Kenyon
"Gay Bouquet" by Eleanor Curtis
"Zaidee and Her Kittens" by Virginia Lee Demetrios
"Baked Bean Supper" by Peggy Norton
"Fish Story" by Virginia Lee Demetrios
"Ringnecked Pheasant" by Eino Natti

Page 17: Design identification cards, cont.

"Vegetables" by Dorothy Norton
"Sandpipers" by Betty Iarrabino
"Slalom" by Elizabeth Holloran
"Daisy" by Mary Wallenius
"Jazz" by Aino Clarke
"Sugar Bush" by Elizabeth Holloran
"Oak" by Mary Wallenius
"Butterflies" by Elizabeth Iarrabino
"African Violets" by Peggy Norton
"Gulls" by Lee Natti
"Rubus" Mary Wallenius
"Sugar Bush" by Elizabeth Holloran
"Deciduous" by Peggy Norton
"Ballet Rehearsal" by Anthony Iarrabino
"Collector's Items" by Lee Natti
"Bleeding Hearts" by Ruth Hendy

Page 18: Design identification cards, cont.

"Turtles" by Elizabeth Iarrabino
"Flight" by Lee Natti
"Potpourri" by Peggy Norton
"Chanticleer" by Eino Natti
"Lily-of-the-valley" by Lee Natti
"Musical" by Aino Clarke
"Spring Lambs" by Virginia Demetrios
"Home Port" by Louise Kenyon
"Ducks" by Dorothy Norton

Catalogs, tags, etc. printed by Mr. Richard Tarr, Cape Ann Ticket and Label Co.

Page 19: Photos of the Folly Cove Studio

Interior, equipment, prints

Exterior of the barn

From left to right: Virginia Demetrios, Aino Clarke, Louise Kenyon, Hetty Beatty
Whitney, Ida Bruno

Page 20: (4) Photos of Aino Clarke at Work (Credit: Gerda Perterich)

Page 21: (2) Photos of Aino Clarke at Work

Page 22: (2) Photos of Eino Natti at Work

Page 23: (2) Photos of Virginia Lee Demetrios at Work, FCD Barn

Page 24: (2) Photos of the Designers Meeting in the Studio, the Studio Door

Page 25: Magazine articles

“Designed in Folly Cove” by Robert West Howard Country Gentleman

“Fun at Folly Cove!” by Hazel Streeter Davenport, Yankee Magazine

Page 26: Photos of the designers in their workrooms

Louise Kenyon

Ida Bruno

Virginia Lee Demetrios

Lee Natti, Lee Steele

Aino Clarke, Hilja Burton, Virginia Lee Demetrios, Hetty Whitney

Louise T. Kenyon

Page 27: Yankee Prints Get National Recognition - Life Magazine, November 25, 1945

(See page 8 for full article)

Page 28: “This is Block Printing” and “How to Block Print” - Woman’s Day, Jan 1944