

HISTORICAL QUESTION

Recently, the visit of the Prince and Princess of Wales to the United States was the occasion for discreet advertisement by royal personages of the virtues of British styles and British fabrics. This was far from the first occasion of a royal endorsement. In 1702, King William III died and was succeeded by his sister-in-law, Queen Anne, whose consort was Prince George of Denmark. During the period of mourning for King William, Prince George figured in the following advertisement.

For the encouragement of our English silks, called a-la-modes, His Royal Highness, the Prince of Denmark, and the nobility, appear in mourning hat-bands made of that silk, to bring the same in fashion in the place of crape, which are made in the pope's country whither we send our money for them.

Can a reader of *Ars Textrina* supply an even earlier instance in which a member of the British royal family provided a "textile endorsement"? Any interesting historical snippets along these lines will be passed on to readers.

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