

Here are a few ideas to start you off:

Titles:-

Wrapping the Globe

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Sub Headings:-

Stroud's Best Kept Secret !

Stroud's Best Kept Secret...

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Wrapping the Globe.....

Stroud's best kept Secret !

Picture this...

A North American chief stands before his people. He is a fine, tall, bold warrior, who has learned to help his community by trading with the white men who come from time to time to his village.

Behind him stands his wife holding a vibrant red woollen cloth, which will be cut and sewn into the clothing of the young warriors who will soon be initiated ...The blood red dyes of the wool will be used to dye the white feathers of their ceremonial headdress.

To have a red trim on their cloths marks great importance and worth....and where has this beautiful cloth come from??

From thousands of miles away...across land, an ocean and a river....Stroud's cloth mills situated by the river Frome in Gloucestershire.

Many inhabitants of Stroud know about the rich history of Stroud's economic development and since the launch of Stroud website: www.digitalstroud.co.uk many have learnt even more about the processes that were involved in producing the wonderful Stroud broadcloth that adorns so many pool tables today and sits so grandly on the soldiers on parade at Buckingham Palace.....but there is so much more!

Did you know..

- Broadcloth made in Stroud was used by the **Hudson's Bay Company** for trading with First Peoples throughout North America in the 1600s. Also during this time Stroud broadcloth was used for trading in Asia by the English **East India Company**.
- From the middle ages, British wool was the foundation upon which domestic and foreign trade flourished. In the South West of England, the Stroud valleys of Gloucestershire and the County of Devon played an important role in this industry. Exeter was the second largest cloth market in England in the late 1600s. In Stroud, the parishes of Chalford, Minchinhampton, Uley and others produced high quality wide loom-woven broadcloths. Famously these were red for the army, white for the clergy and green for the billiard table.
- Broadcloth was made of carded wool in plain weave, fullled after weaving. Fulling is the process of cleansing, shrinking and thickening cloth with moisture, heat and pressure. The surface of the cloth was raised with teasels, then sheared to achieve a smooth, felted appearance, hiding the weave. Broadcloths produced in the Stroud valleys were renowned for their colour, particularly "Stroudwater Scarlet", because of the qualities of the water.
- Such famous cloth was bought up by the Hudson's Bay Company and the East India Company for trade.
- A Royal Charter from Charles II established the Hudson Bay Company (HBC) in 1670. The charter gave the Company control over a territory covering one third of Canada. The Company was set up to trade for fur and beaver pelts. In return the First Peoples wanted guns, axes, knives and especially "Strouds" the red woollen tradecloth which, at times, was so highly prized that even people were traded for it.

- The English East India Company was established to rival the Portuguese and the Dutch in the spice trade in Asia. Granted a fifteen-year Charter in Elizabeth I's reign, the Company mostly traded for textiles, spices and tea.
- Red is a colour of great symbolic importance to many cultures. For example, Hindus believed that the spirit of red cloth could transform a person's soul so that a 'red man' might become a sorcerer. Soldiers wore red turbans in battle, women wore red clothes and reddened their hands and hair during marriage or fertility festivals. Indian rulers copied the red coats of the East India Company, clothing their own armies in scarlet broadcloth to make them more impressive.

Below are several images of garments and documents, some of which will be exhibited at "Museum In the Park". Select one or two to accompany the text you have used in your Web Page about Wrapping the Globe.



Moccasins decorated with
trade cloth from North
America.



Buckskin shirt decorated with
trade cloth and feathers
coloured with dye from
'Stroud Scarlet'. From the
Blackfoot chief, "Crowfoot",
from Alberta, Canada.



Shoulder bag made by the Lisu
people of the Golden triangle.
From the Thailand and Burmese
border.



Probably the most well known garment made of Stroud Scarlet. The Queen's Scots Guard uniform as worn by soldiers at Buckingham Palace.



A view of Wallbridge, Stroud. This painting reveals a busy rural scene. Lengths of cloth are drying in the fields, on tenter-racks.



Detachable Samurai armoured sleeves from Japan. Chain mail and metal plates over silk brocade. West of England woollen cloth is used to line the hand guards.