

design and cutting, pioneered by Gump's for island perfume containers.

Small Craft Industries Are Developed by Gump's

A pioneer in the field of interpreting the subtle beauty of Hawaii in perfumes and through authentic designs in wood, crystal, ivory, porcelain and silver, is the firm of S. & G. Gump Co., art dealers.

With Mrs. Alice Spalding Bowen, island-born, doing research work in ancient Hawaiian art work, and skillful Fritz of Gump's capturing the beauty of island flowers and leaves in wood carvings, Gump's has aided the growth of many small industries in the territory which today supply a growing demand for such things as carved woods, perfumes in flower containers and Hawaiian interior decorating patterns.

One of the most important industries which Gump's has pioneered is that of the manufacture of Polynesian flower perfumes in wooden containers. The first perfumes in carved wood containers were put on the market the latter part of 1934 by Gump's and patents applied for. A Swiss wood carver, Fritz Abplanalp, was brought to Honolulu especially to fashion the containers and to open a woodcraft shop at the store.

Uses Botanical Designs

The hand carved containers were works of art, each faithfully reproducing the botanical designs—pikake, ginger, fern fronds, night blooming cereus and plumeria blossoms.

izing this art product, it soon became the base for a flourishing island perfume industry.

In addition to the carved perfume bottles, another spectacular use of island woods was developed at Gump's—the carving of Hawaiian wooden leaf plates and bowls and other table service which today is a widespread industry. This work was furthered by the instruction of hundreds of students both professional and amateur by Gump's master carver, Fritz Abplanalp, in classes conducted at the Honolulu Academy of Arts, Ewa, Luke Field and on the other islands.

The first ape leaf motif originated at Gump's in a service designed for a client's garden and today this lovely leaf can be found in curio shops throughout the city, utilized for everything from cigaret trays to large salad sets.

Inspiration Is Old Hawaii

Searching into the past for authentic design for island furniture, Gump's found many inspirations.

In manufacturing this type of furniture, a new demand was created for Hawaiian woods, including tamarind, sandalwood, samong (monkeypod), kamani, hau and other rare woods formerly unavailable and some. With many firms commercial now supplied by some local dealers.

Ancient tapas were studied and the designs were used in upholstery work.

Island flowers and foliage were handblocked on table linens, draperies, and rich hostess robes. These clever patterns have been pictured in such smart national magazines as Harper's, Vogue and Town and Country, and have been popular on the mainland.

Another important art development, inspired by Gump's, is sculptured crystal. Exquisite table service, flower containers, ornamental pieces and furniture were developed in the designs of island flowers, traced in all their delicate beauty.

Gets National Attention

Gump's crystalware has been displayed in national magazines as one of the important modern achievements in this line, together with Orrefors, Steuben and Val Saint-Lambert.

With many fields of art still untouched, Gump's of Honolulu is continuing to pioneer in the creation of lovely things which have interpreted the beauty of Hawaii into mainland homes and has also served as the inspiration for many new island industries.

Hawaiian Luau An Experience Of Rare Delight

Feast of feasts is the Hawaiian "luau," which is as old as the first Hawaiians themselves, and was, no doubt, a custom with them across the Pacific in their early migrations.

For the visitor—the "malihini"—a luau is a rare experience in itself.

The Hawaiian "luau" or feast con-



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