Organisations

Artwork and designs for clubs, societies and institutions
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This Organisations themed book focuses on artwork, design sketches and drawings generated for worldwide elite establishments that sought the finest Irish linen to dress their dining tables. There are hundreds of plates that record napkin and tablecloth designs for the dining rooms of clubs, societies, hospitals and universities, military organisations and governments. The gallery of designs provides a fascinating record of emblems, crests and logos. The diverse range of organisations that were customers of the Liddell Company demonstrates the prestige and esteem that their linen was held. The artwork and technical skill of the individuals who worked on the development and refinement of these designs is highly skilled. The William Liddell Collection provides a unique and fascinating insight not only into the world of prestigious clubs and societies but also into the working practices of designers, technicians and weavers of the Irish linen industry.
Emblems & Mottos

The William Liddell Collection contains an eclectic range of designs for the dining rooms of governments, army and navy institutions, businesses, hospitals, universities and a variety of clubs and societies. The designs contain house arms, brand logos, mottos, and emblems of long forgotten societies. The markets for Liddell’s fine linen were global and customers for linen for these organizations’ dining rooms spanned the globe. Artwork for designs for establishments such as Spencer’s Catering Services, India [5-19-008], Royal Hong Kong Golf Club, Hong Kong [3-10-005], Rand Club, South Africa [5-04-013], Commercial Traveller’s Club, Melbourne [3-15-008], Libyan Syrian Company, Tripoli, Libya [5-03-008], Manitoba Club, Canada [2-15-011], Polar Laundry Company, Norway [3-14-008], Queen’s Hospital, Hawaii [5-12-006] and Zambia Tourist Bureau, Lusaka & Livingstone, Zambia [5-14-008]. Prestigious universities such as Oxford University [3-14-008] and University of Wisconsin [5-02-006] placed their orders with the Liddell Company to adorn their dining tables. The military are also well represented in a range of designs for the US Army and Navy [3-14-001], Defence Forces of Ireland [2-13-005], Canadian Coastguards [2-07-015] and British clubs for servicemen and women.

The artwork for these designs is stunning, with highly skilled draughting and meticulous preparation of designs for production. This category of designs has initial design briefs with some examples of very detailed client instructions, United States Shipping Board [3-14-008], design development, Thunderbird Country Club [3-13-007 & 3-13-010] and final proof cloths. United States Army Transport Services [3-14-001] and United League [3-14-021].
Clubs

Bank of England Club
LONDON
This plate shows a rare example of an early 20th-century version of the symbol of the Bank of England, Britannia, in the form of a painted sketch on hand-drawn squared paper.

New York Athletic Club
NEW YORK, USA
Two designs have been recorded for this club with similar elements and styles but different layouts. Both designs are in the form of painted sketches on hand-drawn squared paper.

Bohemian Club
SAN FRANCISCO, USA
Point Paper | Line Sketch | Painted Sketch

Barriers Club of America
NEW YORK
This social club was founded in 1915 and closed in 1979. Two plates show a line sketch with shaded elements of the corner design and a detailed point paper with the centerpiece attached to the main design. Guiding lines, markers, and measurements are visible.

Chicago Club
USA
A private social club formed in 1869. An unusual client brief in the form of a coaster with the club’s emblem and name. The image on the coaster has been used to develop a more detailed line sketch with shading elements incorporated. A final meticulously painted sketch is included for card cutting and production.
An unknown member of Liddell’s staff, the client brief mentioned that a series of line drawings of designs should be drawn up. A sketch of the design for the Oriental Club was incorporated into the design. The sketch includes a logo for the club with a design for the club name on a belt motif and the elephant logo design.

Oriental Club
London, UK
A gentleman’s club formed in 1824, admitted ladies since 2010 and is still in existence. Three plates include the client brief captured on an envelope with club’s logo, an Indian elephant, a painted sketch of the elephant and a version of the design with club name on a belt motif and the elephant logo design.

Illinois Athletic Club
Illinois, USA
The line sketch of the club emblem and name has a date of ‘30’ incorporated into design. Unusually there is an indication of diamond weave structures hand drawn in one area of design.

Polar Laundry

Three plates provide design work for a Danish Laundry company. The client brief is captured on publicity literature. An initial line sketch is developed, and a final point paper painted design ready for the next stage in the production process, card cutting.

 Libyan Syrian Company
This plate provides a glimpse into conversations concerning the weaving capacities of the Liddell Company. This is an image of a client brief in the form of a logo on a stationary page with design briefing notes:

“Mr R. Gourley advised J.D. Sullivan that they would be able to weave this...”

Libyan Syrian Company

“Designs have provided work for the Libyan Syrian company...”

Organisations

Reviving The William Liddell Collection

SN
An unknown customer of Liddell’s with the initials SN incorporated into a series of line sketches of a napkin design. A fairly rough line sketch of the design is further refined and enhanced in a version with detailed design instructions concerning weave structures at each end of a towel design. Twill, diaper and huck weave are indicated in blocks on the top and bottom borders of the design, details also include drawn thread work.

The date of 1954 date has been noted on the design.

Oriental Club
LONDON, UK
A gentleman’s club formed in 1824, admitted ladies since 2010 and is still in existence. Three plates include the client brief captured on an envelope with club’s logo, an Indian elephant, a painted sketch of the elephant and a version of the design with club name on a belt motif and the elephant logo design.

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**Universities**

- **University of Wisconsin**
  - 3-15-008
  - University emblem on cloth. Lines follow the pattern of structural changes in the emblem. Painted sketch of university's emblem. Ground lines and markers present.

- **University of Wisconsin**
  - 5-02-005
  - 5-02-006
  - Guiding lines and markers present.

- **University of Wisconsin**
  - 5-13-003
  - Hood College of Frederick MD
  - 3-05-002
  - College of liberal arts – all female until 1971. Point paper design of emblem. Line sketch of emblem with guiding lines and markers. Some pencil shading and hatching too.

- **University of Wisconsin**
  - 3-14-001
  - United States Army Transport Services
  - USA
  - Proof cloths

- **University of Wisconsin**
  - 3-14-010
  - United States Military Academy
  - WEST POINT.
  - Painted sketch of emblem/name in the center of a napkin design. Stars and chains motifs.

**Military**

- **United States Army Transport Services**
  - USA
  - 3-14-001
  - United States Army Transport Services
  - USA
  - Proof cloths

- **United States Military Academy**
  - WEST POINT.
  - 7-03-001
  - United States Military Academy
  - WEST POINT.
  - Painted sketch of emblem/name in the center of a napkin design. Stars and chains motifs.

- **United States Military Academy**
  - WEST POINT.
  - 3-15-007
  - United States Military Academy
  - WEST POINT.
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United States of America – Department of the Navy

Painted sketch of Department of Navy logo.

Page from a booklet with a printing date of 1924. Book appears to be USA Department of Navy guidelines for dining. This page is of a tablecloth design. Designer note: “Department of Navy to be repeated at intervals of two yards.”

Page from a booklet of a complete ‘doily’ design with ‘USA’ in centrepiece.

Page from a booklet with a napkin design of a corner, border and centrepiece indicated.

Junior United Service Club
LONDON, UK,

Point paper design of club logo

Rough sketch of the club’s logo in position of a napkin design.

Naval and Military Club
UK

Founded in 1862. Originally a gentlemen’s club but now open to all. Motto: “Nunquam Dimoveas”
ORGANISATIONS GALLERY

Bath Club
UK
Line sketch of emblem, corner and border.

Bentall's
KINGSTON-UPON-THAMES, UK
Line sketch of belt design with company’s name. Guiding lines noted. Department store established 1867.

Bratford County Conservative Club
BRATFORD, UK
Painted Sketch

Blythes Ltd.
Painted sketch of belt design with company’s name in belt and initials scripted in centre.

Castle Green Catering
SHEFFIELD, UK
Client brief on letterhead stationary. “Style A” noted and the logo circled.

Commercial Club
ATLANTA, USA
Painted sketch of emblem/name with guiding lines and markers present.

Country Club of Detroit
DETROIT, USA
Line sketch of emblem and name with date of ‘66 incorporated in design. Guiding lines and markers present.

Coral Harbour Club
Painted design of emblem and name with guiding lines, markers and cross-hatching. ↑ Point paper painted design. ←

Commercial Club
SAN FRANCISCO
Line sketch of emblem/name with guiding lines and markers present.

Chivas
ABERDEEN, UK
Grocers established 1801. Line sketch of company’s motto ‘Fidelity Stability’ and name accurately scripted. Guiding lines and markers present.

Boston City Hospital
BOSTON, USA
Line sketch of napkin design. Centrepiece circular with name. Rough sketch of corner and border design.

Holmes Hospital
CINCINNATI, USA
Hospital established in 1920s. Still in existence. Line sketch of name and a Tudor rose emblem. Guiding lines and markers present.

Indianapolis Athletic Club
USA
Line sketch with shading of club emblem. Guiding lines and markers present.

John Holt Company
LIVERPOOL, UK
Trading Company established 1884. Painted sketch with emblem of house flag.

Illinois Athletic Club
USA
Line sketch of club emblem and name. Date of ’30 incorporated into design. Indication of diamond weaves structure in one area of design.

Jewish Hospital
Sketch of typographic logo with guiding lines.

Houses of Parliament
NORTHERN IRELAND
Line sketch of logo.

Horn and Hardart Co.
American food services company.

Harvard Club
BOSTON, USA
Accurate line drawing of club logo. Painted sketch of the club emblem.

Dalardia Preceptory
IRELAND
Painted sketch of image of logo.

Eagle Oil and Shipping Company Ltd.
USA
Customer’s sketch.

Imperial Chemical Industries Ltd.
UK
Painted sketch of emblem.

Columbia Country Club
MARYLAND, USA
Golf club opened in 1911. Line sketch of club’s emblem and accurately scripted name. Guiding lines and markers present. Client brief on stationary with emblem/name circled.

Mount Royal Club
ENGLAND, LONDON
Established in 1869. Members have since termed themselves the “Club of Pals”.

Mercy Hospital

Mount Royal Club
USA
Line sketch with shading of club emblem. Guiding lines and markers present.

Horn & Hardart Co.

Harvard Club

Mount Royal Club

Mount Royal Club

Horn & Hardart Co.

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