

The Perfumes of France

Rayon Maker Duplicates Caterpillar's Digestion

Chemist Produces Artificial Silk from Cotton Sheet

By DR. R. E. ROSE

France excels in perpetuating the fragrance of flowers in the perfumes it manufactures. Perfumery is an art in France—an old one which in the course of its formation has produced one of the most important industries of the country. To-day, throughout the world, French perfumes are sought by women as are French fashions. Realizing all this, the American Chamber of Commerce in France has decided to devote an entire issue of its official and most readable monthly bulletin, called Foreign Trade, to the perfumes of France.

Study of this number of Foreign Trade impresses one not only with the material greatness of the perfume industry in France, but also with the fact that it is of high romance and dignity. The oldest house is that of Houbigant, and it was proper that the feature article of the issue should be contributed by "Houbigant," with no byname and no other explanation. It makes an interesting story, which is properly continued in other articles to the logical point, in the American publication, of considering the French perfume trade in relation to America.

Houbigant tells us that, although the use of perfumes in France dates back at least to Roman times, the actual appearance of the industry may date from 1775. In that year, a manufacturer of glove workers presented to the royal court, which was residing at Versailles, which was established in 1757,

Tremendous Growth

In 1812 the total production of French perfumes was valued at 12,000,000 francs; but it was not until some twenty years afterward that the industry came upon its great era of prosperity. This was brought about by improvements in the machines for the distillation and extraction of perfumes and by numerous discoveries in the domain of chemistry showing how volatile essences might be treated to preserve their freshness. In the region of Grasse, by the Mediterranean flora, development of the perfume industry has become an industrial fact. More than thirty establishments are grouped about Grasse, many being more than 100 years old, and all are busy at the time and all are prosperous. In the summer season more than 3,000 persons are employed and the business over amounts to \$30,000,000, of which 170,000 represent exports.

The floriferous period continues uninterruptedly. From December to April, beneath the olive and orange bushes, grow the violets, hyacinths, narcissus and mimosa. The month of May brings blossoms; in June, hibiscus; in July, azaleas; in August, stephanotis; in September, geraniums; and in October, lilies. The fields, covered in a mass of flowers, extend to the horizon, and in May, the output of trucks is 1,000,000 bushels per acre, and the number of drivers has been extended to 15,000. The products of the perfume industry have been shipped to Algeria, Italy, Germany, France, and England.

About the beginning of the Franco-Prussian War, the economic review of the Second Empire saw that the performances of French perfumers did not measure up to the American manufacturers. In his opinion, General Georges did much to popularize these perfumes for European countries from the time he founded the Paris Perfume Institute, leading in the number of French Perfumers.

London Evening Post (Conservative) which views the question from an entirely different angle—that of the ethnologist. These people believe that the only solution is the amalgamation of the native. They maintain that no fusion of classes is possible between the European and the Negro. The great racial differences between the two peoples will always remain.

Curiosity was aroused among the wives of the sachems of Valley Forge and Yorktown, even if the soldiers themselves were not so highly interested, and Benjamin Franklin was employed by one fair wife to send back some of those French perfumes of which the Queen Marie Antoinette is so fond.

The artist Franklin is said to have completed his work.

The author who founded Nouvelle Orleans brought with them perfumes and gradually little by little the fragrance wafted higher and higher, passing decides the French perfumes have won a conspicuous place in American markets. Essential oils are purchased annually by the United States to the value of more than \$1,000,000, lavender being preferred above all others followed closely by geranium, and then rose. No longer is a "Ludayette or Franklin needed to recommend to Americans 'les parfums de France.'

Coast Advertisers Stimulate Hunt for Pacific Ambergris

Tacoma, Wash.—Among the vanishing items of commerce is listed ambergris, a substance thrown off by whales and highly prized as a fixative in perfumes. The increasing scarcity of whales and the great distances to the oceanic abodes of the whales make the hunting of ambergris more difficult.

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APPROVAL

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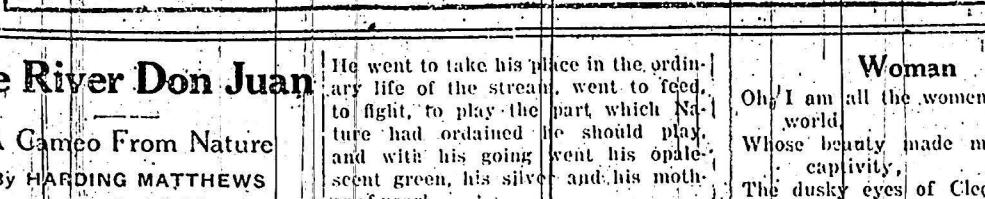
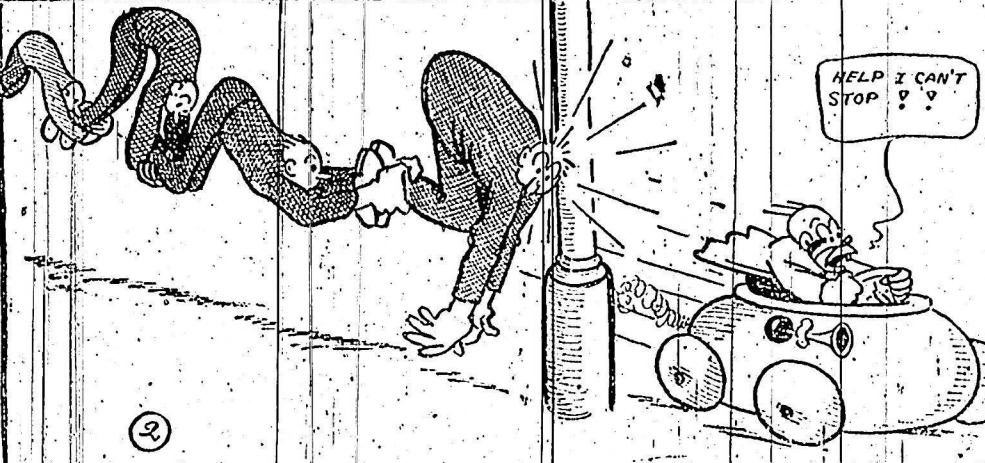
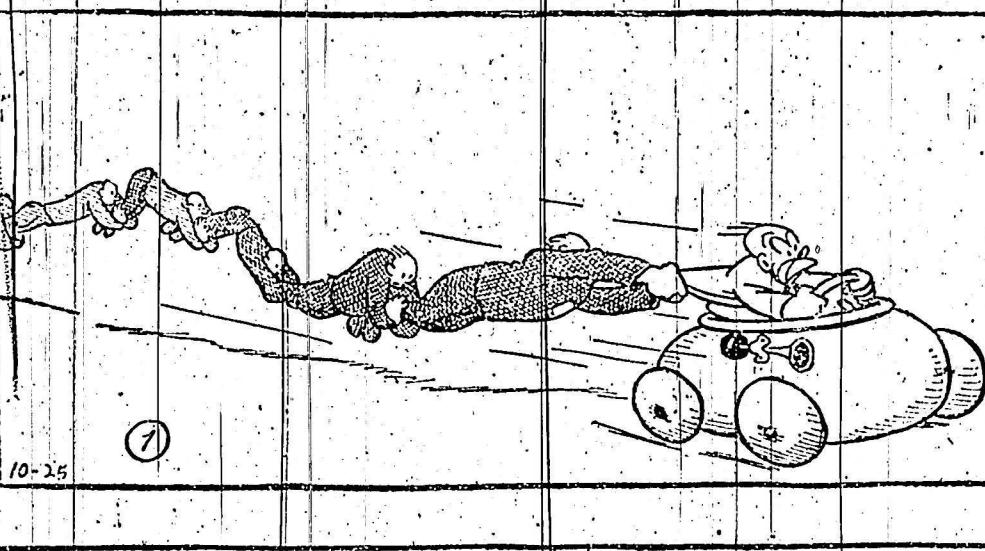
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ADAMSON'S ADVENTURES—By O. Jacobsson.



He went to take his place in the ordinary life of the stream, went to feed, to fight, to play—the part which Nature had ordained for him. He should play, and with his going, went his mate, and his mother-peach.

Britain's Trial

Washington Post—Great Britain is undergoing a cruel experience as a result of war changes. The nation is not yet decided what to do for itself. They have world-wide wonders that confront them; but their yet to be made if they are to restore prosperity and escape a plunge into the bottomless hole of Socialism.

The New Era in Britain

J. L. Garvin in the London Observer Ind.: The struggle at bottom between the old-minded and the young-minded in this country. This has nothing to do with age, but with the calendar. Some people are young; others are old. Some are highly minded; others are not. Some are going to be born and some are going to die. Because my faithful lover sees me again!

What If My Eyes Are Dim, My Hair Less Bright?

What if my dancing steps are grown more slow? Still am I all the woman of the world! But with the beauty that will come to me again!

Patricia Mann in The Australian: A Vigilant Sentry

Strawberry Pancakes

Sift together 2 cups flour, 2 level teaspoons baking powder and ½ teaspoon salt. Beat 2 eggs well, add 1 tablespoon sugar. Add this to first mixture, then 1 cup milk and ½ cup cream. Beat well. Bake in hot greased frying pan, on both sides. Put 1 tablespoon drained strawberries in centre of each cake and roll up. Sprinkle with powdered sugar. Serve with heated syrup.

Crocodile Spanish Steak

One half pounds round of beef, 1 inch thick, 2 tins sardines, bacon fat, 2 cans cooked or canned tomatoes, 3 whole cloves, 2 slices onion (I always use one whole onion), salt, pepper and 1 bay leaf. Sear steak in pan greased with bacon fat. Pour tomatoes over it and add water to cover; add spices and cook in oven 1 hour. This also can be cooked on top of stove if oven is not in use for other things.

Walnut Pocha Cake

One and a half pounds round of beef, 1 inch thick, 2 tins sardines, bacon fat, 2 cans cooked or canned tomatoes, 3 whole cloves, 2 slices onion (I always use one whole onion), salt, pepper and 1 bay leaf. Sear steak in pan greased with bacon fat. Pour tomatoes over it and add water to cover; add spices and cook in oven 1 hour. This also can be cooked on top of stove if oven is not in use for other things.

INFLUENCED

In doing our very best, to be good neighbors we bring tremendous unconscious influence to bear on every one around us. No one can meet a man who transparently and constantly tries to do his duty without being spurred or shamed by the counter.

DISCRETION

Discretion does not only make man the master of his own parts but also those of other men's.

A man would have no pleasure in discovering all the beauties of the universe, even in heaven itself, unless he had a partner to whom he could communicate his joy.—Cicero.

DRAMA?

THAT'S A WAY OF MEASURING A DRAMA! EIGHT DRAMA'S GE RYE THREE TIMES A DAY!

DON'T GET EXCITED HE'S PRESCRIBED EIGHT DRAMA'S GE RYE THREE TIMES A DAY!

DRAMA'S?

WILL SIXTEEN DRAMA'S MAKE ONE DUNGEON? HOW MUCH FIVE DO YOU WANT ME TO GET?

Two Pounds, Kid!

AND THAT'S A DRAMA'S?

Goes Back All Right

Mrs. Blah: She boasts that her dining-room furniture goes back to the early English period.

Mrs. Stab: Bunk, my dear. It goes back to the installment house at the first of the month.

Ounces

She's been presented, at last, to her husband's wife for her first and "forever" gift.

The Human Touch Saskatchewan

The Last Shilling

It was nearly midnight, very dark, rain. It was the sort of night when a dog would sit at the corner of a house and bark, and the people who lived there would say, "It's the last shilling."

And