

# OLFACTORIES EXPENSIVE NERVES

To Titillate Them Has Cost Man Untold Millions Since Time Began—What Perfumes Are Made of and How They Are Made.

A hero who was neglected living and is forgotten dead, is to be described his next deed by Mr. Haskin in his next article. Matthew Fontaine Maury was a giant in his grasp of nature's phenomena in their stupendous aspects. A recital of his achievements, vast in conception and vast in practical results, forms a tale of thrilling interest. Maury foresaw and, indeed, outlined nearly all the great enterprises that have been taken up since his day. He was a truly great man and one it is good to know historically.

By FREDERIC J. HASKIN. (Copyright 1909 by Frederic J. Haskin.) Washington, April 20.—The Manufacturing Perfumers' Association of the United States has just closed its annual convention at New York city. Upward of 100 American perfumers gathered to discuss their business in all its

various phases. One hundred and fifty concerns in the United States are engaged in the manufacture of perfumery. Their capital aggregates perhaps \$2,500,000 and the value of their annual products is between \$5,000,000 and \$6,000,000. If the business of making other proprietary toilet goods, cosmetics and similar articles is taken into account, these figures must be doubled. The American perfumer's business has increased greatly during the last 25 years. In 1880 the number of establishments here, including those making cosmetics, etc., was only 57. The output of American perfumers has increased 33 1/2 per cent during the last five years and there was an equal percentage of increase during the years previous. Half a million dollars' worth of essential oils and other raw materials for perfumers is imported into this country every year. Of aitar of roses alone the imports increased from 31,000 ounces in 1884 to 53,493 ounces in 1906. The London market for musk has practically been transferred to New York during the last few years.



Dickory, Dickory, Dock, Mama looked at the clock, "Only half past nine and the clothes on the line, I tell you washing with Fels-Naptha is fine, And every last piece, even to baby's frock, Is clean and white." Dickory, Dickory, Dock.

Ask any doctor if there is a quicker way to catch cold than to get all steamed up and then go into the cold air.

Some women folks get colds like that nearly every washday.

They do their washing in the old boiling way with a hot fire and steaming suds.

The Fels-Naptha way of washing is a wonderful health-saver.

It takes away all danger of catching cold.

The washing is done in cool or lukewarm water—no boiling or steaming, no hot suds.

It's much easier, too.

You don't wear yourself out because the Fels-Naptha does all the work—no hard rubbing.

There are other reasons why you should use Fels-Naptha Soap.

It doesn't take half as long as the old way; saves fuel; much easier on the clothes and makes them cleaner and sweeter.

But, if you value your health, that alone is good reason for doing your washing the Fels-Naptha way. In the Winter or Summer.

Follow directions on the red and green wrapper.

Raw Materials Imported. While enormous quantities of perfume are made in the United States, the industry practically depends upon imported raw materials. Of such raw materials very little is produced in this country, the total production of essential oils in America being valued at \$500,000 a year. This production is made in California, where the principal oils are hazel, wintergreen, etc., which can hardly be classed as perfume materials. Flower fields are cultivated in California to some extent. The agricultural department is experimenting in flower growing for perfume purposes at Washington, and in Florida the cultivation of geranium, lavender and many imported plants is being encouraged. America, however, is a great field for the perfume to exploit. In addition to the \$5,000,000 or \$6,000,000 worth of perfume manufactured in this country, imports of perfume continue to increase.

World's Greatest Flower Garden. France is the center of the world's perfume trade and the little, ancient town of Grasse, on the Riviera, "the sunny side of the Mediterranean" is at the center of the French trade and the Mecca of the world's perfumers. From the little town \$4,000,000 worth of perfumes are exported yearly. The place is literally smothered with flowers. Sixty thousand acres, or 93 square miles of land are covered with flower beds at Grasse, not to mention many thousand more acres cultivated in other parts of southern France.

Bulgaria the Rose Center. Bulgaria is the center of the rose culture in that country of recently acquired independence. 600,000 acres of roses are grown and their essence converted into oil or atar of roses. The favorite perfumes of races, of individuals, very from time to time. For some years violet has been the favorite in this country. It takes 33,000 kilograms of this blossom to make one kilogram of oil of violets, which, however, is not a very difficult matter to make the extract of commerce. Rose has been popular ever since the birth of that queen of flowers in the latter part of the 19th century, and if reports are true the queen is coming into her own favorite. Musk, the most powerful of all perfumes for an infinitesimal grain of it will scent a large room for many years without being perceptibly reduced in bulk—and other "heavy" perfumes used to be favored in the modern world, but their odors are objectionable to some people.

There was a plot in a Berlin tram car some years ago on account of a woman perfumed with musk. Persons using German cologne were assailed during the siege of Paris, and the use of perfumes has frequently been associated with the greatest heroism and courage. Only small quantities of perfume are now. Oriental scents are considered exclusive by the society woman.

Many Sources to Draw From. The perfumers have an immense field to draw from in carrying on their trade. Over 200 aromatic substances, animal and vegetable, are known, but there is ever a reason to believe that many others are in existence, notably among the vegetation of remote parts of Africa and South America. It is possible that ex-President Roosevelt may discover some of these in his expedition through the dark continent. The perfumer draws honey from scores of varieties of flowers, native and foreign. His agents scour the forests of the world, and secure sandalwood, camphor, rosin and other sweet-smelling woods and gums. The fruit kingdom is lavished upon heavily for the oils of orange, lemon, olive, lime and bergamot and for the essence of almonds and peach, apricot and prune kernels. The leafy plants, including shrubs, vegetables and weeds, such as mint, pepper, the vanilla bean, and other simple things growing in all climates are not exempt. The musk deer of the Himalayas, the civet cat of Asia, and the muskrat of the Siberian beaver are among the animals that are hunted for the substances they produce, and which the perfumers want. The greatest mammal in existence, the whale, produces the precious ambergris, which forms the base of many perfumes to which it imparts a lasting quality. This ambergris is found floating on the surface of the sea, or cast up by the waves, especially along the shores of the Indian ocean. Not even metals escape the perfumer, the peculiar odors of some being used in certain combinations.

Chemistry Extends the List. In short, the perfumer neglects nothing in his mission of catering to the olfactory nerve of the human race. Without having exhausted the resources of nature, he is appealing to science and synthetic chemistry, doing wonders for him. Already many perfumes of flowers have been produced artificially. "Tonics" or artificial violets was first obtained in 1833. Other odors have since been reproduced by the chemist. Twenty-five thousand pounds of "vanillin" or artificial vanilla, are made every year and much of it used by perfumers. "Hellebore" or artificial hellebore, is made from the ordinary garden pepper. Artificial perfumes of carnation, helichrysum and lavender are obtained from other vegetables. In many cases the odors of these artificial oils are unobtainable. It is only by great dilution and by combination with other natural scents that an acceptable perfume is obtained. This is also true of the purely natural essences. The strongest proof of the ability of a perfumer is his success in making successful blends and combinations.

It might be supposed that the development of synthetic chemistry would interfere with the production of natural perfumes, but so far nature and science have supplemented each other, and it is predicted that this will continue. The cultivation of violets and other flowers for perfume purposes is actually increasing. The perfumer has caught the essence of new notes, but there are many of nature's secrets as yet undiscovered. For instance, the refreshing odor of the sea breeze and the delightful "woody" smell of the forest after a rain. Perfumery is recognized as an aid to cleanliness, and as a disinfectant. In the modern home, as they have been in houses of civilization for ages. Someone has said that the soul must be located in the attraction. However that may be, it is a fact that a delicious perfume is most exalting to the senses.

# CAPLES' COUP IN LEGISLATION FIGHT TO MAKE TEXAS ALL DRY.

### Chamberlain's Secretary Secures for New Members Valuable Privilege. Prohibitionists, Encouraged by Near-Victory, Line Up for Finish.

(Washington Bureau of The Journal.) Washington, April 20.—"Bob" Caples, private secretary to Senator Chamberlain, completed a coup d'etat when today Vice President Sherman signed a resolution that overturns the custom precedent for the majority of members to outgoing senators and representatives the franking privilege, and all public documents following the close of their terms of office. When he came here as Chamberlain's secretary he found this privilege, which is the chief of these valuable privileges. He set about to overturn the custom. First he made the necessary members of the Senate. Eventually he got a resolution passed rescinding the former rule. Then he tackled the Senate, by good work sending the resolution through. Sherman signed it today, and Senator Chamberlain and all other members therefore have the distribution of all printed matter issued by the Senate or by joint action of both houses. It is a great field for the perfume to exploit. In addition to the \$5,000,000 or \$6,000,000 worth of perfume manufactured in this country, imports of perfume continue to increase.

United States takes about one third of this precious product. This article of raw material has been used for many years as the very quintessence of perfume. Twenty thousand pounds of rose petals are required to produce one pound of rose extract. A thousand pounds of jessamine petals can only produce one pound of neroli, worth \$20 from which the favorite eau de Cologne is made.

Extraction Processes. There are four different processes of getting the perfume from flowers—by expression, distillation, maceration, and extraction with volatile essences. Sometimes the blossoms are spread on glass plates, which have been smeared with alcohol, and the volatile essences are drawn out between the glass plates. This process causes the latter to absorb the oils. In this process the flowers are changed frequently, fresh flowers being spread on the plates as often as 80 times, until the liquid is completely saturated. In the process of maceration, flowers are thoroughly mashed up and put in melted lard, and afterwards the lard is strained and repeated many times. A pomade is formed in these ways which may be dissolved in alcohol.

Some perfumes, including lavender are distilled. Others are extracted by steam. The history of perfumery is practically the history of the human race. The most ancient peoples known were familiar with the perfume of gums, woods and similar substances. In ancient Greece and Rome perfumes constituted part of the food and drink as well as being used in the toilet of the people. The perfume's art almost disappeared from Europe when the barbarians of the north and the east, during the middle ages, perfumes were hardly known in western Europe, but they were rediscovered by the crusaders. From that time on their use became more general.

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San Antonio, Texas, April 20.—State wide prohibition passed being a reality in Texas by an eyelash, falling of carrying in the present session of the legislature by such a narrow margin as to give the liquor interest any hope. It now develops that the prohibition element of Texas, far from feeling the temporary defeat, are actually at the close proximity to success which they attained, and are carefully mapping out their plans to make Texas a dry state within the next two years. Prohibition leaders who have visited San Antonio within the past few days express a firm conviction that victory will soon perch triumphantly on their banner, and they make no secret of their plans to force the fight to a decisive conclusion. Chief among the measures which they will seek to have enforced in the meantime is the anti-treating law, arguing that treating is largely responsible for such inebriety as exists. The Rev. G. W. Elcheberger, one of the most prominent of the liquor forces, has arrived here from a tour of the state. He says five counties are already willing and ready to give up their liquor. He says that their voters in elections which will very likely be held in July or August, Mr. Elcheberger will devote two or three months to Bexar county. Every ward in the city of San Antonio and every precinct in the county will be divided into districts, and prohibition clubs started in all of them.

### MALHEUR SETTLERS SUBMIT PETITION

(Special Dispatch to The Journal.) Ontario, Or., April 20.—Considerable sentiment in favor of the Malheur project has been created here on account of a private irrigation project to secure a footing. The company is from Twin Falls and its fillings on the waters of the Owyhee river have been rejected by the government. The company has filed a protest and asked the department to postpone action until its representatives, who are now on the way, reach Washington to present their claims. About 95 per cent of the land owners have signed the petition for the government project. A petition bearing about 1000 signatures of interested parties has been forwarded to Walter Griffith, director of the Malheur Water Users' association, who is in Washington, asking the reclamation department to reject the petition of the private company as they (the land owners) want government irrigation.

### FASTEST DESTROYER IN NAVY LAUNCHED

Philadelphia, April 20.—The torpedo boat destroyer Smith, the first of a new type of vessel and which is expected to have a greater speed and a wider steaming radius than any now in the United States navy, was successfully launched today at Camden shipyard. The christening ceremony was performed by Mrs. Edward B. Richardson of Brookline, Mass. Mrs. Richardson is a daughter of Rear Admiral Pillsbury and a distant relative of Lieutenant Joseph E. Smith, in memory of whom the vessel launched today is named. The launch was made by a distinguished officer of the navy during the civil war period, and was in command of the warship Congress when that vessel was sunk in Hampton Roads by the confederate ironclad Virginia.

### ST. LOUIS BREAKS COALING RECORD

(United Press Leased Wire.) Navy Yard, Puget Sound, Wash., April 20.—What is said to be the world's record in coaling a warship has been made here by the cruiser St. Louis, which took on 1600 tons of coal in 14 1/2 hours, while lying at her berth alongside. This record is all the more remarkable when the fact is considered that the St. Louis is in reserve and carries only one third her full complement of men. The battleship Virginia has heretofore held the record for coaling on coal. Her record was made with a full force of men aboard. The St. Louis is ready for sea duty and is now awaiting sailing orders from Washington.

### POISON IN BABY'S REACH; HE'S DEAD

(United Press Leased Wire.) Everett, Wash., April 20.—A box of strychnine and belladonna pills carelessly left where an inquisitive child could reach, thus caused the death of Morris Love, the 3-year-old son of B. G. Love, an employee of the Everett Light company. The child awoke before his parents, arose and during his explorations about the house found a box which contained what he thought was candy. Physicians arrived too late to save the child's life.

### FARMERS' INSTITUTE AT WHITE SALMON

(Special Dispatch to The Journal.) Hiram, Wash., April 20.—A farmers' institute will be held at White Salmon April 27 and 28. At that time demonstration trains will be run through western Washington in the interest of better farming. Professor R. W. Thatcher of the state college at Pullman, superintendent of farmers' institutes, will be present at the meetings at White Salmon.

### JAPS COME TO GET EXPOSITION POINTERS

(United Press Leased Wire.) Seattle, April 20.—Hiikajiro Wade, director general of the international exposition to be held at Tokio in 1917, and Tokutaro Sakai, personal representative.

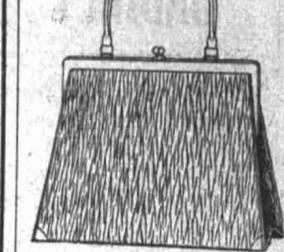
### The Secret of Prize Winning Pastry.

Fourteen prizes (nearly all of them first) out of fifteen entries of cakes and fine pastry is a record that any woman might envy. This was the showing made recently by Mrs. J. H. Chastain, 299 S. Boulevard, Atlanta, Ga., at the Georgia State Fair. Her explanation of her success is decidedly interesting; she writes: "I entered nine cakes and six pies at the Georgia State Fair, Atlanta, Ga.—won eight first premiums on cake, three first premiums and two seconds on pies, also first premium on general display. I attribute my success in cake making altogether to using COTTOLINE and not butter." Mrs. Chastain is the wife of the Master Mechanic of the Western & Atlantic R. R., and enjoys a high local reputation for her fine cooking. Not only does she use COTTOLINE in making cakes or crusts, and other pastry; but for frying chickens, fish, etc. she finds it unequalled. For over nine years she has not had a pound of lard in her house, using COTTOLINE exclusively.

active of the Japanese prime minister, are on their way to Seattle and will arrive here within a few days to study industrial and economic conditions and to make a careful investigation of all that is new and suggestive in the way of exposition methods. Preparations are being made to entertain them by the officials of the Alaska-Yukon-Pacific exposition and citizens of Seattle.

The Japanese envoys are now at New York city. (United Press Leased Wire.) San Francisco, April 20.—Attention was attracted to Lotta K. Chabrows, years ago a footlight favorite on the Pacific coast, when it was learned to-

day that she had been awarded judgment for \$46,000 in a suit here. The judgment is against the estate of the late Edwin Fretwell. The case has been pending for some time. Big crowds out Sunday. It won't take many such days to close out Gregory Hights. Better get busy. See Gregory's ad, page 4.



Prices \$1.00 to \$50.00. Largest assortment. New colors—Cendre de Rose, Amethyst, Smoke, Wistaria, Catawba.

### CROSS LONDON GLOVES FOR WOMEN, MEN AND CHILDREN

### BATH TOWELS REDUCED

The best bargains ever offered in bath towels—better lay in a supply now. See window display.

- Regular 30c BATH TOWELS—Sale Price.....19¢
- Regular 35c BATH TOWELS—Sale Price.....23¢
- Regular 40c BATH TOWELS—Sale Price.....27¢
- Regular 45c BATH TOWELS—Sale Price.....32¢
- Regular 75c BATH TOWELS—Sale Price.....53¢
- Regular 85c BATH TOWELS—Sale Price.....63¢
- Regular 10c WASH RAGS—Sale Price.....2 for 15¢

## NEW HANDBAGS PURSES AND BELTS

We have the most elaborate and exclusive display of exquisite and ultra-fashionable Handbags, Purses and Leather Goods ever brought to Portland. These goods are strictly up to date and fashionable, being the latest edict of fashion in New York. We do not boast, but ask you to compare our line with others—that will unquestionably convince you that all-leather goods are what you want.

Prices \$1.00 to \$50.00. Largest assortment. New colors—Cendre de Rose, Amethyst, Smoke, Wistaria, Catawba.

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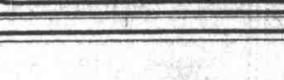
### BEAUTIFUL AMPHORA ARTWARE

Thousands of pieces of this fine Imported Art Ware on sale

### THIS WEEK, HALF PRICE

See window display—also display on First Floor and the Third Floor.

## WOODARD, CLARKE & CO. WASHINGTON



### MEN AND YOUNG MEN WHO WANT CLOTHES OF LATEST FASHION

Are the ones we are especially anxious to see. We know from experience that our styles, our fabrics and our prices, invariably please ninety-nine out of every hundred men who see and examine and try on the garments. Will you be one this spring? If you've never tried

### SALEM WOOLEN MILLS CLOTHING FOR MEN AND YOUNG MEN—DO SO NOW

And you will always wear it in the future. Suppose you come in and see the extraordinary values we are offering in

### SALEM WOOLEN MILLS SACK SUITS FOR SPRING AT \$12.50

### \$15 and \$18

Every one brim full of snap, dash—gingery style that stamps one as a swell dresser. Exclusive yet correct in every fashion detail; in all the new shades and pattern-effects; of fine worsteds, cassimeres, serges and other desirable suitings. Nothing like these ever sold in Portland under a third more.



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## SALEM WOOLEN MILLS CLOTHING COMPANY

Clothing, Furnishers, Tailors & Grant Phegley 7th & Stark