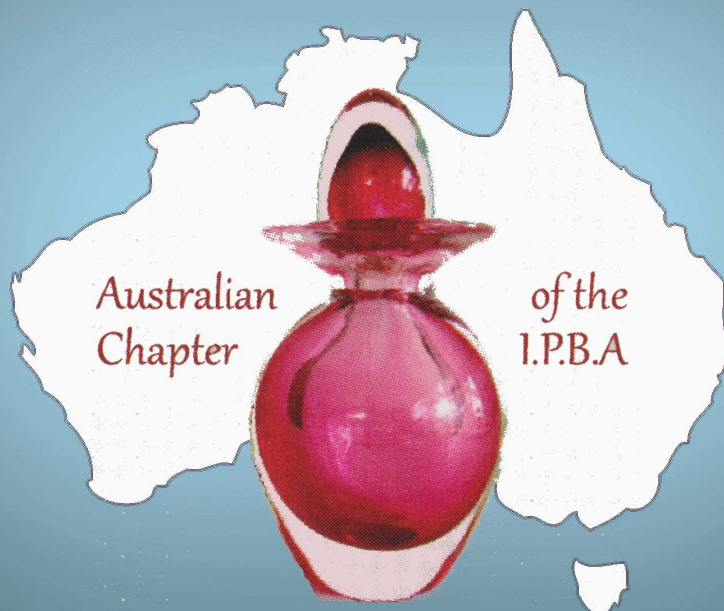


# NEWSLETTER



Visit our NEW Web site - [www.perfumbottlecollectorsaustralia.org](http://www.perfumbottlecollectorsaustralia.org)

## WELCOME TO THIS IPBA-AC SAMPLE NEWSLETTER NO 2

*In this sample edition.....*

- *Australian Perfume - The Golden Years*
- *Ancient Persia - where the industry of scent began*
- *Les Beaux Art Perfume Bottles*
- *News from old Newspapers*

*Full newsletters are available in the Member's Area*

# Australian Perfumes

## The Golden Years



It seems like Australian's have always loved perfumes for, only twenty short years after Europeans arrived in Australia, perfume was on sale in Sydney. In April 1807, The Sydney Gazette and the New South Wales Advertiser reported that Ann Grant was selling from her home in Pitts Row, a huge array of household goods such as ladies coloured shoes, feathers, bonnets and, amongst the long list, was perfumes. In 1823 Mr Bostock's store in Hobart Town was advertising Eau de Cologne and French perfumes. I wonder what they were.

Here in Australia our earliest locally made perfumes seem to have been produced by chemists for sale in their pharmacies. I imagine these would have been supplied in small mass produced bottles with a paper label similar to the medicine bottles of the time. Mr R F Kennedy who ran a large pharmaceutical business based in Warrnambool, Victoria, near to where I live, produced a "Wattle Blossom" perfume. It was reported that he produced a range of perfumes from local eucalypt and acacia.

One of the most delightful sounding perfume presentations was produced in Tasmania by a pharmacist, Mr A P Miller. Described as "A rich and elegant perfume for the toilet", and called "Tasma", some special gift caskets were produced especially for Tasmanians of note (wish my ancestors had been one of them). They were made from selected pieces of muskwood and Huon pine, beautifully marked, highly polished, fitted with lock and key, lined and padded inside with blue silk velvet. Each box contained a cut-glass decanter, filled with Tasma perfume. Neatly tied on with blue ribbon, and suspended from the neck by silk cord was a small card, on which was written the name of the recipient.

In the 19th century Eau de Cologne or Lavender water seemed to be the preferred "perfume" of the day. Literally thousands of those long green tapered bottles once containing EDC have been dug from goldfields and 19th century rubbish tips and the popularity of these scents lasted right into the 20th century.

The First World War was a catalyst for change in the Australian perfume industry. Firstly imports from Germany were banned. Shopkeepers removed all German goods from their shelves for they feared of being thought of as German sympathisers. This is what happened to the well know Eau de Cologne 4711, it was no longer available and, as one of the most popular perfumes on the market, it's removal created an opportunity for local companies to produce their own version. One such company was 1648. Their bottles were given a paper label predominantly aqua in colour with lots of gold medals with unreadable dates from completely indistinct competitions and exhibitions. No truth in advertising back then. Other early Australian companies such as Faulding's also produced Eau de Cologne during the war years. After the war ended 4711 returned to the shelves. One company, Bardsley's, suggested that their EDC if worn on a facemask could ward off influenza and was a refreshing aid to the comfort of a patient. As this was in 1919 they were probably referring to Spanish Flu.

**See Our Window Display**  
OF THE  
ORIGINAL **1648** MADE IN AUSTRALIA.  
EAU DE COLOGNE

**POST CARD COMPETITION**  
to Advertise "1648" Preparations.

**ADULTS.**  
1st Prize—75p to South Sea Islands  
2nd " 25 per week for 12 months  
3rd " 10 per week for 12 months  
4th Prize of a Monthly Donator No. 1648  
Eau de Cologne.

**JUVENILES.**  
1st Prize—50 Cents  
2nd " 25 Cents  
100 Prizes of 10 Cents each.

**HOW TO ENTER.** **WHAT TO DO.**

The Competition is open to all purchasers of No. 1648 Goods. All you are asked to do is fill in the Special Cards supplied for the purpose, stating plainly—

1. Your Name and Address.
2. The name of the Storekeeper you purchased the goods from.
3. The following sentence is to be written on one side of the card only as often as you can. You must write the sentence clearly, and it must be legible. The winner will be the person who writes it the most number of times. The sentence is—

No. 1648 Eau de Cologne is the Australian National Perfume.

When you have completed writing you must send us the number of times you have written the sentence and state in plain figures on the right-hand corner of the card. Then post the card to the ADVERTISING DEPARTMENT FARINA (AUSTR.), LTD., 64, Station House, Dawson Place, Sydney, along with one sheet of any of the following:

No. 1648 EAU DE COLOGNE  
" LAVENDER WATER  
" TOILET SOAP  
" TOILET CREAM  
" TOILET POWDER

You may send along no more stickers as you like, but each card must be accompanied by a label. The Competition will close on 31st November, 1917.

In the event of a tie resulting with two or more competitors, you will be advised, and expected to write another card, and the winner will be decided in this manner.

All the "1648" Preparations are obtainable from us.

**Smith & Caughy**  
Wholesale and Family Drapers  
253-263 Queen St., Auckland. **FTD.**



By now though Australians had warmed to Australian EDC and Lavender waters and a number of companies produced their own examples. Many of these companies were chemical companies and the perfumes were just a small sideline. The Crown Chemical Company was one (not to be confused with the English perfume company of the same name), Elliott Bros and Blogg Bros who used the name Parviola for their perfumes.



## NEWS from old Newspapers

from The Farmer and Settler (NSW)  
Friday 17 December 1926

### Charm of Glass CASKETS FOR PERFUME Beautiful as Music

The subtle perfumes of today are now enclosed in glass caskets as rare as the flowers from which they came. In some of the shops are to be seen these exquisite works of art offered as Christmas gifts. The bottles are made of Lalique glassware, with shapes vague as dreams suggested beneath the sheen of the surface. Delicate art is lavished on the stoppers. Sometimes they are fashioned to represent a human figure, One bottle, in glass of marvelous changing brown and gold, was enclosed in a casket of emerald colour touched with gold. It held a perfume known as "the fair season" that seemed somehow to animate the

casket and make the whole as lovely as mimic.

Into a holder of golden-chased metal fitted three three-cornered bottles of perfume. The whole was known as "The three Graces," Perfect grace of body and mind was the attribute of Aglaia, Thalin, and Euphrosine, the attendants of Aphrodite, the three perfumes expressed this beauty as charmingly us a picture or a poem.

A famous firm of manufacturers of toilet preparations encloses its face powders in exquisite bowls of coloured glass. The lid of one rose-coloured bowl was formed of a mass of brown and yellow panels made of glass. Another was blue, with delicate violets massed on the lid. There was a powder bowl of Lalique glass tinged with gold and green like sea water, and a flask of eau-de-Cologne in the same design.

## Ancient Persia

where the industry of scent began

There is much evidence to suggest that the art of perfume making began in ancient Iran (or Persia as it was known until 1933.) Based on the archaeological findings of William James Durant, author of 'The Story of Civilization,' the Persians were the first manufacturers of many varieties of scent and cosmetic powders.



Persian woman with perfume bottle.



King Darius at court.

In the stone ruins of ancient Persepolis, King Darius the Great, (521-485 BC) is depicted sitting on his chair with two scent bottles in front of him while King Xerxes stands behind him holding a bouquet in his left hand.

According to the famous Iranian poet, mathematician and astronomer Omar Khayam, another king known as Jamshid, was the original maker of perfume, having access to ambergris, myrrh, camphor, saffron and other aromatic plants on his various travels.

The equipment and installations for perfume production were abundant in many towns and villages. Roses were cultivated for Rose Water as were Lily of the Valley and Narcissus. The perfumes of ancient Persia were exported to many corners of the globe. The Greek historian Herodotus wrote of King Darius' infantry going to battle wearing crowns of aromatic flowers and leaves of myrtle. It seems even the king's soldiers



Rose petals for Rose Water.

in ancient Persia appreciated the pleasures of a good scent.



Ancient Persian perfume vessels.

(IPBA AC Researcher)

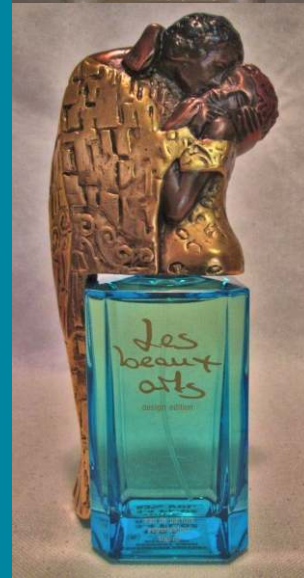
## *Les Beaux Art Perfume Bottles*



Les Beaux Arts, the art and perfume edition began in 1992. Design masterpieces presented by the most highly acclaimed artists.

These unique, distinctive sculptures, serve as stoppers for the 100 ml perfume bottles. All are strictly limited, documented by a certificate, signed and numbered in the metal. These are large bottles at least 6" or 7" high and weigh about a pound. They are made in Germany, cast by hand, delicately engraved, patinated or laid with gold leaf.

Les Beaux Arts bottles are not in production today. This German company E & C Luxus-Marken International Vertriebsges, mbh, Dusseldorf, Germany had financial difficulties soon after production, almost 20 years ago, and went out of business. Most of these limited edition bottles never reached the maximum number of examples listed as produced. A truly rare example of a beautiful collectible perfume bottle. Think they may have produced 18-20 different designs.





Note: They list Salvador Dali as one of the artist but he died before they started production but they do not list who did the Dali design or if it is from one of his sculptures. I am not familiar with some of these artist so not sure if they actually did the design or some one else did it like The Kiss 1889 Rodin which says Gustav Klimt designed it and he died in 1918. I have not been able to find any real info on the designers or who really designed the tops. Some of the artist are alive but I am not sure if they really designed the piece.



Some of the artists that they say designed these beautiful art tops or inspired them are Gustav Klimt, Ernst Fuchs, Konigin Der Nacht, Bruno Bruni, Allen Jones, Miguel Berrocal, Paul Wunderlich, Marco Piono, and Bernard Paul. Not sure about this but was on the list I took from the brochure with one of the sculptures in the pictures.

