A HISTORY OF COSMETICS IN AMERICA

Prepared for

THE TOILET GOODS ASSOCIATION, INC.

by

GILBERT VAIL

I should like to express my thanks to all of those people whose interest and patience helped to make much of this report possible. In particular, grateful acknowledgment is due:

Mr. Orvis Jay Chadwick, Mr. V. H. Fischer of Dodge & Olcott, Inc., Mrs. Parke Graham, Dr. P. F. Hebermann, DD.S., Mrs. Frances C. Hollis of Mary Chess, Inc., Mr. Holloway of the New York Historical Society, Mr. Robert Kingery of the New York Public Library, Mrs. Bella C. Landauer of the New York Historical Society, Mr. Joseph B. Magnus of Mabee, Magnus & Reynard, Inc., Mr. R. L. McKnight of the Scovill Manufacturing Company, Mr. H. Clay Miner, Mr. Lubin Palmer of Solon Palmer, Mr. Georges Perron, Miss M. C. Phillips of Consumers' Research, Inc., Mr. E. R. Siering of Charles Meyer, Mr. Fraser Sinclair of the Drug & Cosmetic Industry, Mr. Ralph Taylor of Caswell-Massey Company, Ltd., Mr. V. T. VanEpp and Mr. W. E. Woodward.

GILBERT VAIL

Foreword

THE HISTORY OF COSMETICS from earliest times and through their tremendous development in earlier modern times is quite well known. Many distinguished authors have written books and monographs covering the early discovery and use of perfumes and cosmetics and very adequate works exist describing the later developments in Italy and subsequently France, which until quite recently, was the center of cosmetic art. The various encyclopedias also contain much factual information on this earlier history.

Up until now, however, no competent work or even competent article on the history of cosmetics

on the North American continent has been published. Since the United States has now become the foremost producer of toilet preparations as well as the greatest market in the world for all products of this industry, the lack of a history of this rather spectacular development has been felt in growing measure. With this lack in mind, The Toilet Goods Association appointed a committee on historical data and that committee subsequently turned over the work of research and compilation of a brief history to Mr. Gilbert Vail.

It should be pointed out that much of the information on which this work is based was obscurely buried in ancient newspapers and magazines and in the private files of companies and individuals. This made Mr. Vail's task a difficult one, but through his energy and persistence, a very considerable amount of information of highly authentic character was brought together.

The current book is in no sense a recital of detailed progress either by the industry or by the

individual companies. It was designed to be and is an outline history in which company and individual names naturally take their place where they have made contributions which have affected the pattern of the industry as a whole. The work could have been longer and much more detailed but it was felt both by the author and by the Association that its purpose was to afford a general history of the industry leaving to others, who may have need of more detailed information, the task of fitting the details into this general outline.

S. L. MAYHAM

New York, N. Y.
May 1, 1947

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I. THE AMERICAN INDIAN

WHEN THE AMERICAN INDIAN first realized that the greases and fats with which he annointed his body against the rigors of our northern winters, and the plague of insect pests in summer, served also as an excellent base for the application of his ceremonial paints and simplified their removal, America made its first contribution to the cosmetic industry. The origin of foundation cream was born.

Galen, the Greek physician, who lived during the second century A.D. is credited with the invention of cold cream, prepared very much as we know it today. It was not until the sixteenth century explorers, however, took home with them their obser-

vation of this native American custom that creams were used for any purpose other than skin softeners and beautifiers; nor yet until the next century that its use was advocated for the application and removal of make-up, for chapped skins and as a safeguard against the cold.

The colossal vanity among the men of the tribes and the nations of the North American continent has been often remarked on by the early European visitors in their records of exploration and discovery. The Indian lived by the laws of the animal kingdom. His gods were thought of and worshiped in the form of animals, and so it was the male of the species who was always the more ornamental and dashing. Although the women wielded a strong power otherwise within the tribe, it was unthought of among them to decorate their bodies or make use of any but the simpler forms of ornamentation.

Whether for the war path, dance, or tribal ceremony, no civilized dandy was more meticulous and exacting in making his toilet than was the Indian

brave. When the first explorers came to America the red man had reached a highly-developed stage in the technique of body painting and knowledge of the use of dyes and pigments. One visitor, a Mr. Murray, cited by Rimmel in his celebrated "The Book of Perfumes," was privileged to witness the make-up ritual of a chieftain. Murray says, that he "never saw a dandy to equal him for vanity. He usually commenced his toilet at eight o'clock in the morning and it was not concluded until a late hour; after having greased his whole person to serve as a ground for the paint, and drawn a few streaks on his head and body, he kept looking at himself in a bit of mirror he carried with him and altered the lines until they happened to please him." The mention of the use of a mirror is proof that what Mr. Murray witnessed occurred at a reasonably late date in Indian history, for until the white settlers brought these articles to America they were unknown to the Indians.

The first chroniclers of aboriginal customs were

convinced that the manner of painting and the various designs and figures employed had a symbolic tribal significance, but later, upon closer study, anthropographists came to the conclusion that the symbolism had been over-estimated and it was not as important as the Indians' inherent ingenuity in mere decoration. Although certain colors have been proven to have had some symbolic significance and some customs, such as the observation of mourning were slavishly adhered to by a majority of the tribes, others did not practise it. Those who recognized the tradition, blacked the entire face with charcoal for the period of full mourning, and half mourning was indicated by drawing a series of horizontal black lines over the face. But it was for the war path and his tribal rites that the Indian excelled in the art of body embellishment. There seemed to be no limit to the genius of his invention for employing paints, and although the perogative in that practise was reserved for the chieftains and their sons, there were

cases where some of the more foolhardy braves risked disfavor and even death in their endeavors to out-rival their tribesmen in the fine art of decoration.

Branegan in *The Journal of Chemical Education* mentions that some of the dyes and pigments known to the Indians were very fast. Eventually in his cultural growth the Indian learned the science of extracting, mixing and compounding dyes and he discovered that the addition of a metallic mordant to the vegetable extracts made the dyes more permanent. This was of value to him when travelling great distances to make war or when his ceremonies lasted for days. On his return from an expedition or at the conclusion of the tribal rites, the paint was immediately removed. The Indians were never addicted to bathing and for this reason the foundation of animal fat was invaluable in removing his make-up. As with the first European experimenters, the Indian had no knowledge of the necessary ingredients to prevent the fats from

becoming rancid and the stench which hung about his campfires was overpowering to foreign noses.

These paints used by the Indians comprised all of the primary colors and depended upon the plants indigenous to the area occupied by the tribe. Any plant yielding a brilliant pigment was utilized and its efficacy determined by experimentation. Many of these dyes in a refined form are in use today, but it is principally worth noting that the American Indian, in a relatively low stage of anthropological culture had the expediency to comprehend the value of iron salts, extracted from the juices of certain fruits, and oxide of iron, as a fixative for his pigments. Having only the most primitive form of cosmetics to work with, he was able to attain a high development of artistry in adornment and decoration.

In spite of his reputation for backwardness and savagery, the American aboriginal did contribute, in its primitive form, an important addition to the cosmeticians' catalogue—the only contribution of any value to come out of America until 1866.

II. THE SEVENTEENTH CENTURY

COSMETICS ARRIVED IN AMERICA with some of the first explorers, but there is no indication that the Indians, whose olefactory sense was cultivated on only the rankest of smells, were ever bribed or sold on the genteel habit of perfuming themselves. It is entirely probable that the luxuries contained in his toilet case returned with the voyager to his native land.

That some of these early explorers did carry cosmetics in their personal accouterments is attested to by chandlers' lists of equipment for several voyages. On his expedition in 1583 when he

established the first English settlement in North America at St. Johns, Newfoundland, Sir Humphrey Gilbert had included in his gear, a toilet box fitted with his shaving appointments, soaps and lotions, and six pomanders. And when his half-brother, Sir Walter Raleigh, the one-time favorite of Queen Elizabeth, sailed to the New World he brought among his toiletries, "scents to perfume his leather jerkins." Sir Walter was also one of the first to recognize the enormous revenue to be derived from the spices of the West Indies.

Whatever the refined habits of their leaders might have been, the first settlers, by and large, were a poor and rough lot, who would never have been familiar with the use of cosmetics at home due to the prohibitive costs. So it was not until the arrival of members of the aristocracy, self-styled gentlemen and ticket-of-leave men, that cosmetics were permanently introduced to this country. That from the first they were considered indispensable to the gentry is proven by certain statutes adopted

by the several colonies to curtail their use among the lower classes, indentured servants and the very young.

As the colonies and settlements prospered and grew, trade was established with the mother country and each cargo, which was certain to contain a shipment of cosmetics was eagerly and impatiently anticipated. Until the eighteenth century and the institution of a new society, these shipments were relatively small because as yet those who could afford the luxury tariff were still in the vast minority.

Contrary to popular belief, Massachusetts was not a democratic colony. It observed practically the same class distinctions as those existing in England and the members of the aristocracy as jealously guarded their perogatives. Those of wealth and position were known as freemen and could claim the title of "Mister," while the common people were known as "Goodman" and "Goodwife." In order to safeguard this discrimination the General Court in 1651 voiced its displeasure "that men and

women of meane conditions, education and calling, should take upon (them) the garb of gentlemen by wearing gold or silver lace, or buttons or points at the knees, or walk in great boots, or women of the same rank to wear silk hoods or scarves." Since the "garb of gentlemen" at that time was frequently enhanced by hair powder, pomatum, powder, rouge and perfume, we may consider that these were all lumped together under the term.

In order to obtain the title of freeman and the right to vote one must, among other stipulations, "be worth, in property or money, at least two hundred pounds, or that he have an income that an invested two hundred pounds would bring him." This would enable the freeman alone to indulge in the expensive taste for cosmetics. It is fortunate that the historians do not go further and explain by what means the common people could afford to emulate their superiors, as the wages of the period scarcely allowed a meagre living.

Another amusing commentary is found among the regulations put forth by the governors of Harvard College in 1636 relating to the peccadillos of the students: "nor shall it be permitted to wear Long Haire, Locks, Foretops, Curlings, Crispings and Partings or Powdering of ye Haire." There are mentions of fines imposed on students disobeying the rule. We may wonder that if the young men went to such extremes in their pursuit of vanity, what were the unrecorded foibles in ostentation of the colonial belles.

Virginia was by far the most patrician of all the colonies. There is a story of an indentured servant (the usual term was for seven years), who by perseverence and diligence bought off his bond. During his term of servitude he had increased his income by breeding livestock given him by his generous master. Subsequently, he sold the beef in the English market at a substantial profit, which was supplemented by the inclusion of more than thirty beaver skins caught by him in traps. With

the proceeds he immediately placed an order in the English market for a number of articles which included, "silk handkerchiefs, perfumes, finely carved pipes, mirrors and razors in their cases." These arrived shortly after he had bought back his freedom, and he resold them to the plantation owners and their wives "at three times their cost in London. A very neat stroke of business."

As early as 1661 the Virginia Assembly passed a motion to improve communication with England, primarily for a regular postal service between the colony and the mother country. Shortly thereafter a regular packet line was established between Falmouth and the Southern ports and continued with fairly regular sailings until 1782, bringing the Virginians every article they demanded. Scarcely a ship arrived that did not contain an increasing amount of cosmetics and toilet articles. When gentlemen sent back to Europe for their families, or brought them over with them, and trade attained a degree of regularity, these items became

important in the export trade from abroad. Besides rum and molasses, the West Indies were beginning to export spices for the manufacture of soaps and perfumes, but the continent itself contributed nothing of value to the cosmetic industry until more than a century later.

All the colonists were versed in the art of candlemaking and their predilection for aromatics was so strong that in the wealthier homes and plantations the candles were infused with the juices of bayberry (known as myrtleberry in the South) and juniper berries so that in the evenings, in addition to furnishing light, the burning candles gave off a pleasant aroma which filled the rooms. This practise was observed even by the outlying settlements, but here the scented candles were burned only on special occasions. Drying and preparing flowers and herbs for pot pourri was another pastime indulged in by the ladies in their leisure moments and each room was sweetened by a bowl of these delicious confections.

If Virginia was the most aristocratic, the port of New York was by far the most colorful and cosmopolitan. Trade was growing brisk as early as 1664. Ships from the four corners of the world tied up at the wharves or lay at anchor in the harbor. Their captains, of every nationality, thronged the streets with their exotic women, seeking diversion to be paid for with the sale or exchange of jewels, perfumes and spices hitherto unheard of in the unpretentious little settlement. Men and women alike wore the most vivid costumes embellished with fabulous jewels and strange, seductive scents. They did not remain for long, for New York could not supply the kind of excitement they were seeking, but there were always others arriving to take their places. The drab Dutch, who claimed the city, passed among them like barnyard fowls in a bevy of peacocks. Although they made no effort to vie with the foreigners in pageantry, the industrious Hollanders welcomed them for the revenue they brought to the infant metropolis. But with

the overthrow of Dutch power in 1674 by the English, and the arrival of the royal governors and their retinues, New York took on a color and social ostentation similar to that of the Georgian court whence they came. The other cities soon followed their example, and in the last two decades of the century, a whirl of gaiety with brilliant balls and assemblies introduced the birth of society to a brave, new world.

Styles and customs in the colonies followed those of Europe a bit tardily because of the relatively slow means of intercourse but they were generally adopted within the year. In the manner of fashion the colonists were instructed by means of small dolls, sometimes scented, which were dressed in replicas of the prevailing modes of the moment and in the identical fabrics used abroad. With these as models the colonists and their wives copied the patterns and placed their orders for the desired materials and scents with the captains of the returning ships.

Until the cities began to flourish in the eighteenth century the colonists were entirely dependent upon Europe, and more specifically, England, for the importation of cosmetics. There is no reference, during this period, of professionals conducting their business on our shores, probably because the upper classes, who could have afforded them were still small in number. Nor had Americans yet gone in for the style extravagances of the British and French. However, most ladies and gentlemen knew of simple home-made formulas which they practised and used as an aid to beauty. One of these, the application of strips of bacon to the face upon retiring was supposed to keep the skin soft, "put roses in the cheeks" and avert wrinkles. Yet another was for making a crude face powder with a base of powdered egg shells scented with toilet water. On occasion lemons were carried in the hand and sucked from time to time to produce red lips, and hair powder was obtained from sifted flour or pulverized starch, mixed with plaster of

Paris, scented and tinted tan, brown or grayish white.

One revolution in the vogue in England which quickly found support in the colonies was the wearing of wigs, which came into general custom with the restoration of Charles II to the throne in 1660. Hitherto the men among the Puritans and Quakers had worn their hair cropped and unpowdered; the Southerners adhered to the Cavalier style, frequently powdered and scented, while others affected variations or tied their hair back in a short queue. Women wore their coiffures in a diversity of styles, sometimes going to fantastic lengths for important social affairs. But with the introduction of the wig for men, fashion decreed the commode for women. This was a wire frame up to a foot or more in height and covered with a fabric. Over this the hair, which was sometimes dyed with saffron to lighten it was piled and curled in one of the prevailing styles. Scented powder was added and finally the hair was set with a lacquer

made of starch mixed with pomatum and highly perfumed. Some of the popular scents were orris root, musk, ambre, jasmine, bergamot, violet and iris. A topical conceit was that iris was most flattering to blondes and violet enhanced the beauty of brunettes.

Most popular among men's wigs was the full-bottomed wig, a thickly-curled, ornate covering, hiding the ears and falling to the shoulders or below. It gave them the appearance of shaggy dogs and was not a thing of beauty according to present day standards. Although prevalent, wigs were by no means universally worn. The black wig was especially favored by the colonists from 1670 until the turn of the century, but many of the Puritans and Quakers still wore their own hair arranged in wig fashion or cropped.

The care of wigs was undertaken by a valet and the arrangement of women's hair was consigned, in all the better homes, to a maid trained in the art. Elsewhere the female members of the house-

hold were pressed into service for the intricate operation, which took hours to perform, until the arrival of the wig makers and hairdressers in the next century.

No further attempt will be made in this treatise to describe the styles in headdress. Anyone for whom the subject holds special interest will find them all noted and illustrated in Mrs. R. Turner Wilcox's definitive book, "The Mode in Hats and Headdress," Charles Scribners' Sons, New York, 1946.

In order to obviate needless repetition, the cosmetics known to have been used by American colonists will be described in the section devoted to the Eighteenth century. I shall list briefly here only those accessories mentioned in the annals of the times. Because of lack of certified evidence, no claim is made to the comprehensiveness of the following catalogue: Bosom bottles, hair powder, pomatum, wigs, rouge, face powder, skin lotions, perfume, toilet water, masks, patches and patch

boxes, sachets, scented muffs, scented pin cushions, scent and smelling bottles and pomanders. All of these were imported from England except perhaps some of the bottles. The first glass house was established at Jamestown, Virginia in 1608 or 1609, operated by eight Dutch and Polish glass blowers. It disappeared leaving no records of the kind of glass blown so we do not know that any of the early American bottles were made there.

III. THE EIGHTEENTH CENTURY

WHEN FABULOUS STORIES of the natural resources of America were reported at home by the explorers, and the nations of Europe began to contest the extent of their power and possessions in the New World, colonization began in earnest and grew steadily from the time just prior to the French and Indian Wars (1754-1760). All classes of people were pressed into emigration or offered inducements in lands, titles and riches to settle here. Among the upper classes, adventurers, refugees from scandal and justice, and members of the aristocracy came over in increasing numbers and made their homes on our shores. England and

France had long been at war, and so it was a natural outcropping of their rivalry to dispute each others holdings in America. Armed forces led by generals and their staffs, all of whom were men of wealth or prestige, were sent over to keep what they claimed as their own or to annex what they could of the enemy's possessions. Many of these commanders held the reputation of paragons of fashion at home and they had no intention of changing their modes of life, even in a land that could offer few of the amenities of luxury or the excesses of high living. We have plentiful evidence that martial gear contained well-equipped dressing cases during this period.

As soon as a gentleman of means and position had established a home in the colonies with an assurance of comfort, he sent for his wife or advertised for a young and adventurous female who would share his life and fortunes. Marriage brokers flourished on the demands of the colonists for helpmeets. However, the itinerant life of the soldier in

an uncivilized country held no attractions for their wives, and so the brokers exploited women from the demimonde to bring diversion to the fighting men and ease their solitary existence. Comfort and luxury in housing and travel, and promises of finery and personal adornment were the usual inducements offered the ladies to secure their consent to risk the perils of a long voyage and the hazards of a new world.

Wives, consorts and paramours brought to the growing settlements their industry, social intercourse and nights of riotous gaiety. At first the ladies of quality lodged protests against the fancy women who attended the soldiers, particularly in Boston and Philadelphia when headquarters were established in those cities, but the ladies seem to have been won over, either through force of contact and habit, or through the universal kinship of fashion and the desire to increase the attendance at the assemblies and balls which had become such an important divertisement in their lives. Most of

the ladies did not go in for the extravagant indulgence in cosmetics with which the bourgeoise and professional women gratified their vanity, but in the matter of dress there was nothing to distinguish them apart.

At the end of this chapter will be found a short list of trade names, ingredients and articles used in compounding cosmetics, and the merchants who dealt in these commodities during this century. However, as a historical record, it is interesting to consider the toilets of men and women during this epoch and the lengths to which this accomplishment was carried.

Between 1660 and the French Revolution, overindulgence in cosmetics reached such a peak that the practise evoked ridicule and condemnation from writers and historians of the times. Before 1789 and the overthrow of the Bourbon regime in France, the colonists had patterned their lives after those of the French and English aristocrats. However, until 1760 the preference seems to have been

toward British customs and, as the English never approached the elaborateness of their rivals the French in either dress or make-up, their kinsmen in the colonies followed their example. Perhaps there was something in the climate of the New World which encouraged enterprise and experiment, for between the years 1760 and 1789 the journals kept by visitors from abroad frequently mention that, except for occasions of state and court affairs, English women were never so obsessed with dress and the preparation of their toilets as were those in America, who then emulated the French in every fashionable innovation, or went to extremes invented by themselves.

In 1740 a Mr. Bennett, who was travelling in the colonies for pleasure, wrote of Boston, "both the ladies and gentlemen dress and appear as gay in common as courtiers in England in a coronation or birthday;" and a visiting lady journalist has noted that "indeed there seems no end to the excesses our cousins in this benighted land will not

assume to startle the eye and beguile the senses with aromatic contrivances."

So the French mode gained popular favor with the colonists and until their Revolution, which temporarily curtailed the practise because it was considered to imply aristocratic sympathies, France has set the vogue for women throughout the world and the precedent lasted up to World War II when the United States appropriated the supremacy.

When a colonial gentleman awoke to face the routine of the day in the eighteenth century, his first concern, after a breakfast, which for size and variety alone exceeded any meal put on our tables today and to which our modern stomachs would never have been able to do justice, his first thought was of his toilet. If his means were such that he could afford a valet, he was pressed into service, otherwise, until the arrival of the professional barbers, he was compelled to minister to himself. His dressing table, besides a mirror and extra toilet articles, always held a dressing case or, as it was

sometimes called, a dressing box. These were usually of wood or shagreen, sometimes lined with a costly fabric "complete with two or four-hole razor cases and shaving equipages, holding razors, hones, scissors, combs and pen knives, curling irons, oil bottles, scent bottles, powder puff, brush, and soap box with places for paper, pens and ink." There were, of course, variations of the contents, depending on the personal preferences of the owner, but the above is a fair example of what was required by men of fashion.

With his box open before him the ritual was begun. First he proceeded to prepare his head, face and hands for the day. If the evening included some social activity, as it often did, the toilet was repeated during the early part of the evening. Otherwise, the morning's toilet served him for twenty-four hours. The first step was lathering and shaving and removing all traces of soap with a lotion, for water was not esteemed as a beneficial cleansing agent at that time. If he rouged, this was

done next, and over this foundation a fine powder was applied to tone down any harshness of coloring, although no pains were taken to conceal the use of cosmetics by either sex since it was considered an indispensable proof of gentility. The final touch was the optional application of patches, or mouches, small black bits of gummed silk cut into various designs and figures. These consisted of circles, crescents, triangles, crosses, squares, flowers, stars, ships, coach and horses, human figures and animals. Patching the face had grown much in favor since the second half of the previous century. Designed primarily as a beauty aid to conceal facial blemishes, a popular political imputation grew out of their use. As we wear party buttons today before an election to show our affiliations, the colonials often wore patches for no other reason than to identify their political status. The Tories wore them on the right side of the face and the Whigs on the left. Although the wearing of patches has largely been attributed to the women of the times,

it was not uncommon among men. We have listed in the possessions of Captain Giles Shelley of New York "two patch boxes that he wore the fashionable mouches upon his cheekes." Patches were carried in small costly boxes, delicately fashioned from gold, silver, brass, pewter, tortoise shell, ivory and wood, sometimes beautifully enamelled, inlaid with jewels, or painted. The inside cover held a small mirror and they were carried everywhere upon the person so that any of the patches which might have become dislodged could be replaced on the spot. Many of these exquisite boxes still exist in private collections and in every art museum of importance along the Eastern seaboard.

Most houses of quality contained a powder closet, a small room reserved for powdering the hair or wig, for the custom of powdering was a messy business and was confined to a space devoted solely to that purpose. For this task the assistance of a barber or valet was required, because it was impossible to undertake it alone unless the wig

was powdered on a form and put on afterwards. Protected by a powder gown and a glass or paper cone which he held over his face, a gentleman reclined at his ease while the perfumed powder of flour or pulverized starch was blown evenly over his head by means of an insufflator, or sprinkled on from a perforated container. The fashion of powdering reached its greatest height during the second half of the century and the colors most in favor were light brown, blue, grayish-pink, violet, and white after 1703. Gray powder was worn only by those in mourning but they were all heavily scented to taste. Now, save for perfuming his plain or embroidered silk handkerchief with musk, ambre, or chypre and tucking it into his sleeve, he was ready to set out to look after his business, attend an auction or a private levee, or visit his favorite coffee house, which then took the place of his club, where over a pipe he exchanged news and opinions with his intimates and visitors to the city.

In addition to its importance as part of his toilet, men also wore perfume to disguise the musty, stale tobacco fumes which clung to his clothing, and was offensive to delicate feminine noses, after his return from a visit to the coffee house where pipe smoking was considered an essential accompaniment to social, masculine intercourse.

As the preceding account or some slight variations appear in books devoted to the life and customs of the period, it is not an exaggeration of the amount of time, care and talent spent on the business of self-adornment indulged in by gentlemen of position. The fop or dandy was perhaps more fastidious and meticulous in this observation and went to greater extremes to acquire a startling effect, but we have it upon good authority that what was true of the beau was also true of almost every man of wealth and affairs.

There are a number of legends of the extremes in dress indulged in by some of the more bizarre characters in our early history. One of them, re-

ported by Henry Collins Brown, I think is worth repeating. Referring to the social abuses imposed by the royal British governors of New York, he cites Lord Cornbury, who held the office from 1702 until 1708. He was an uncle of Queen Anne and "was actually so impressed by his connection with the Queen and his undoubted close family resemblance to her, that he thought to heighten this illusion by dressing himself in a female costume similar to that worn by the Queen, including high false hair and transformers. Thus attired, he would adorn the front porch of the Governor's House with a knitting bag and sit tatting all day long, or parade the most conspicuous part of the city. He is described as a spendthrift, a bigot and a drunken vain fool." Had he lived today this description would have included at least one other racy epithet, but fortunately we can be relatively certain that Lord Cornbury was sui generis and this sort of fanciful aberration was never generally practised in America either then or later.

The militia, except in the cases of the officers, was not frequently addicted to the use of cosmetics, although the wig was an obligatory part of a soldier's equipment from 1700 until the custom was abolished in 1799 because of the enormous amount of flour and tallow required to keep the wig in condition. Each man received one pound of flour per week as his ration for this purpose and in a country which had not yet exploited its natural resources this was a rank extravagance.

The importance of making the toilet between men and women was one of degree rather than manner. A lady's toilet table and dressing case contained a much larger variety of accessories than did a man's. But if gentlemen considered it an indispensable component to the daily routine, for women the practise took on the proportion of an avocation. In one detail only did their ritual of dressing differ. Whereas gentlemen had their hair or wigs curled daily, the dressing of women's hair, due to the intricacies of arrangement and the time

required, was undertaken as infrequently as once every three to nine weeks in summer and, if we can trust the word of a chronicler of 1763, much longer in winter. His observation was that "the barber works all (the hair) into such a state of confusion, that you would imagine that it was intended for the stuffing of a chair-bottom; then blending it into various curls and shapes over his fingers, he fastens it with black pins so tight to the head, that neither the weather nor time have power to alter its position. Thus my lady is dressed for three months at least; during which time it is not in her power to comb her head. Such was the beginning of a fashion which increased in monstrosity and reigned for more than twenty years."

There is a further mention of "the opening of a lady's head" after a month to exterminate the vermin which infested it in spite of daily applications of poisonous compounds to destroy them; and head-scratchers of ivory, very like the back-scratchers found in Chinese curio shops today,

were not frowned upon when used in public. In fact women seemed to be willing to suffer any amount of discomfort for the sake of vanity. Even the use of pomatums, scented powders and perfumes in time lost their power to conceal the evidences of uncleanliness, when they did themselves turn rancid and contribute to the overpowering stench. Only then was it thought necessary to "open the head" so that it might be washed, cleaned and thoroughly fumigated.

Because of the time required for the preparation of the toilet a custom came into fashion wherein ladies turned these tedious hours into a social event and held receptions for their friends and admirers or employed the time to instruct their servants and interview tradesmen and merchants.

Many of the cosmetics then in use were injurious if not absolutely poisonous. It is regretable that this contempt for personal wellbeing continued to be practised, in some instances, by manufacturing chemists even in our own time until the approval

of the Federal Food, Drug and Cosmetic Act in 1938, which finally put an end to the abuse. Although I have not been able to uncover any factual deaths attributable to this over-indulgence in the colonies, there certainly must have been some which went undetected, as was the case in England which led the poet Cowper to condemn this unrestraint among voluptuaries in 1784. He writes, "if a physician were allowed to blab he could publish a list of female mortality that would astonish us." And even Parliament was forced to take a hand to curb the licentious use of cosmetics by an act in 1770 which, "prohibited every woman, maid, wife, or widow, no matter what age, rank, or occupation, trying to entrap any of His Majesty's subjects by the aid of perfume, false hair, or crepon d'Espagne (a kind of woolen stuff impregnated with rouge). The penalty was that any woman convicted of this folly was to be treated as a sorceress and dealt with according to law; and her marriage would also be declared void." This act equally applied to the

colonies but I have not been able to find one case where its enforcement was made necessary.

The prevalent use of artificial hair elicited this letter from a person concerned with its dubious source and appeared in the *New York Journal, or The General Advertiser,* November 26, 1767. "It is now the mode to make the Lady's Head of twice the natural Size, by the Means of artificial Pads, Boulsters, or Rolls over which their Hair is carefully combed, or frizzled to imitate the shod Head of a Negro. It would be ridiculous to expose the Absurdity of Matters which would never bear reasoning about; but I have often wondered since every Female Body is supposed to enlarge their Stock of Hair to cover the Rolls of all Colors and Shades, which are exposed to Sale in every Milliner's Shop: and I cannot say but that I was much diverted the other Day, when I was casually in a Haberdasher's Shop, where the Rolls were sold, and happened then to engage the Conversation of the Customers. This question was started by a

Young Girl, Where the Hair came from which covered these Rolls? Which an old Woman undertook to answer from her Knowledge, She said, that in the Hospitals, whatever Patients died, their Hair became the Perquisite of the Nurses, who carefully sheared them, to supply this great Demand for Human Hair. That both the Small Pox and a Distemper still more disagreeable, supplied the greatest Part. . . ."

Merchants were arriving with every passenger ship but until the middle of the century the infiltration of barbers and hairdressers was slow. The probable reason for this is that in Europe these men had won a certain distinction, above their profession, as literati and authorities on all ailments of the head. The tracts and treatises which poured from their pens laying claim "to the superior merit in the art in the treatment and care of the hair," vied with the achievements of the most prolific writers of the time. They were looked upon as great men, so perhaps they did not care to risk

their reputations where their receptions were uncertain. Inasmuch as they derived a substantial revenue from exporting their panaceas to the colonies, there was no particular reason for minimizing their comfort or endangering their security.

Between 1715, when we find the first mention of a professional hairdresser and wig maker in America, and 1750 when there were forty-one in New York alone, the early commentators have neglected to include them in their histories. Undoubtedly there must have been a few before we hear of them because of the great demand for their services, for by 1750 there were not enough practising in the cities to undertake all the commissions asked of them. From England they brought the arms of their trade guild—a wig in quarters with three razors for a crest, which they displayed for identification above the doors of their shops. We are equally in the dark as to the number of apothecaries and chemists versed in the art of compounding cosmetics during this period. Except for a few

isolated cases, usually among women, who set up small shops in their homes, the cosmeticians during the eighteenth century in America were to be found among the chemists and hairdressers, although it is generally conceded that the chemist simply supplied the hairdressers with the ingredients necessary for this purpose. That some of them created an original formula now and then is extremely probable considering the popular cry for innovations and the growing competition for acclaim among their own ranks, but most of these have been lost to posterity. Either through the negligence of their descendants and successors, or through absorbtion by individuals, who then altered or improved the inherited formulas to their own requirements, little remains of what might claim the distinction of a true early American product. Though it may not have been the first, there is in existence today a scent which dates back to Colonial times. This is the No. 6 cologne still produced from the original formula by

Caswell-Massey Company, Ltd., who claim the prestige of being "the oldest chemists and perfumers in America." Their firm was founded by Dr. William Hunter, an English physician who settled in Newport, Rhode Island and established a shop where he made toilet preparations in what was one of our first drug stores. This same formula has been handed down by his several successors to the present proprietors, who continue to supply a large demand for it both in toilet water and perfume form.

Another unidentified perfume is recorded by a Mrs. Amidon Whitman of Philadelphia, who, in 1724, made the arduous journey from Philadelphia to Boston to visit her relatives. In one of her many letters to her family she mentions her hostess arriving in the drawing room dressed for the ball they were both to attend that evening. "Her handkerchief was flavored with an extraordinary, sweet infusion made at her express command by an apothecary of the town, but no persuasion could

induce her to tell (if indeed she knew) of what ingredients it was concocted. It was a most delicious and tantalizing scent never encountered by me before." We may take it that Mrs. Whitman was an authority of all that was in good taste, because later she tells her family, with true native frankness, that her costume was by far the most ravishing to be found in the room.

The first newspaper in America was *The Boston Newsletter,* which appeared in 1704, and if there were any practitioners in the cities before they began to use the newspapers to advertise their wares, we have no knowledge of them beyond haphazard scraps found in personal correspondence, and these are neither very satisfactory nor inclusive. We do know, however, from the written account of still another foreign traveller stopping in Philadelphia in 1758, of the heavy traffic on Saturday afternoons among the barbers' boys carrying wig boxes through the streets, their contents to be "fixed" and curled, powdered and perfumed for

the Sabbath. In the shops the wigs were dressed on a specially built block of wood in the shape of the head and were prepared, or "fixed" with curling papers, irons, or hot clay pipes around which the curls were wound after they had been treated with a pomade of paste and flour. Finally the scented powder was dusted on and they were ready to be returned to their owners.

A few women, who were left widowed or destitute, went into business in an attempt to recover their fortunes. In 1736, a Mrs. Edwards advertised a skin lotion of her own creation in *The New York Weekly Journal,* and other women followed her example by informing the public that, in addition to millinery and dress making, they had turned their hands to the production of such beauty aids as, wash balls (soap), creams and lotions, face and hair powders and scented candles. The strong feeling during the last quarter of the century against excessive taxation on all imported luxuries from England, and the great enthusiasm for all home

manufactures, encouraged more and more women to enter the field of industry, so that by 1800 there were a considerable number competing with men in every city in America.

During this period a few "still rooms" (rooms which contained an apparatus for distilling waters and lotions) were known to have existed in some of the more affluent homes, although they were rare. This hobby could only be practised by women of great leisure and great wealth, who could afford the expense of experimentation and the luxury of importing essential oils and other ingredients from abroad, since the finished product could more easily be had, at less expense, direct from England or the local merchants. Face and hair powder were relatively easy to formulate in the homes because they merely consisted of finely pulverized flour or starch with a base, in the case of face powders, of lead of arsenic salts. Homemade formulas also included some elementary toilet waters and lotions, but then, as today, the preparation of oils, creams,

pomades, perfumes, dyes, etc. was a complex matter for only professionally adept hands.

Beside all the articles known to the gentleman's toilet table, a lady was permitted to observe a greater latitude in her personal adornment. Her dressing boxes were larger and contained a fabulous variety of toiletries. There were cold creams, bleaches (usually distilled from citrous fruits), hair dyes, false hair, eye shadow (common lamp black when kohl was not available) lotions and washes for every conceivable beautifying aid, oils, pomatum and an astringent, *Catchue.*

Unless there happened to be an afternoon reception, a lady made her toilet late in the day. The operation was undertaken with great care as to detail and finesse, and as much as two hours was known to have been devoted to dressing the hair alone. Sometimes a coiffure bottle was hidden in the hair. These were small glass bottles designed to fit the contour of the head and filled with water in order to keep flowers fresh through the evening.

Unlike the bosom bottles they were optional, but the bosom bottle, the last touch to be added to the ensemble, was considered to be an essential part of full-dress attire. They were small flat glasses, also filled with water to keep flowers fresh, sometimes covered with the same material as the costume and worn tucked into the stomacher of the dress on all important social occasions. A few of these bottles are in museums today and one that I have recently seen was in the shape of a pear, of heavy ribbed glass and about four inches in height. It was blown in 1770 by William Stiegel. In addition to the above, a lady's full-dress paraphanalia consisted of a mask, fan, gloves, reticule and sometimes a fur, or embroidered velvet muff. In most instances these were all heavily perfumed and, in particular, the gloves, which came from Italy, Greece and Spain via London, were greatly treasured. There is also reference to otter and other animal pelts used in the manufacture of gloves, which were saturated with musk for there was no such thing

as a light hand with perfume in those days. The use of masks was almost universal, although sometimes fans were substituted. Loo-masks, from the French "loupe," were half-masks of black velvet or satin which covered only part of the face to the tip of the nose and were worn in fine weather, but during the warm months green and other colored masks were used to protect the complexion against sunburn.

The fans were large, measuring from three-quarters of a foot to twenty-eight inches from point to point and were carried to shade the face from the sun and "against all the inclemencies of weather" when masks were not worn. They were made of various materials, lace, aromatic woods, tortoise shell, ivory and feathers and were exquisite in design and execution. In public the fan was also to screen all the features except the eyes and from behind it a belle could carry on an eloquent optical conversation or flirtation with her beaux. In fact, part of every young lady's training in etiquette was

devoted to the facile manipulation of the fan. An example of this technique was parodied in the recent motion picture "Kitty," wherein the heroine was trained to express the various genteel emotions by the use of a fan.

Finally, the etui, or reticule, facetiously called "ridicule," of "figured sarcenet, plain satin, velvet or silver tissue, with strings and tassels to match," was attached to the waist and "it was necessary that they be of the same color as the wrap or pelisse." Besides all the items necessary to refurbish her toilet when this seemed in need of repair, the reticule held the lady's patch box, snuff box and pouncet box, a pomander or scent egg, a scent bottle, needle, thread, thimble, scissors, and her card money. It is obvious that the colonial dame was prepared for any emergency while she was away from her dressing table.

Another rare but highly esteemed aid to beauty was the invention of chicken-skin gloves about 1746. They were put on by ladies upon retiring

for the night and were considered the most efficacious and distinctive method of keeping the hands soft, plump and white. From the shopbill of Warren, a London perfumer in 1778, we have the following description:—"The singular name and character of these gloves induced some to think they were made from the skins of chickens; but on the contrary, they were made of a thin, strong leather, which is dressed with almonds and spermacetti, and from the softening, balmy nature of these gloves, they soften, clear, smooth and make white, the hands and arms. And why the German ladies gave them the name of chicken gloves, is from their innocent, effectual quality."

Still another accessory known to have been part of a doctor's equipment bears mentioning. This was a cane fitted at the top with a small pouncet box, having a perforated lid and containing a perfumed disinfectant. Upon entering the sick room, and from time to time during his visit, he would tap the cane on the floor, thus releasing the pun-

gent aroma which he felt rendered him immune to germs.

Tooth paste and tooth powder were thought of more as a means for keeping the teeth white and pearly than as a hygienic deterrent against decay. These were made of various abrasive substances and even pulverized brick dust was not uncommon. However, for this history, the most important inclusion is the name of the first man to manufacture and distribute dentrifices in America. He was Dr. John Baker, DD.S. of Boston, Philadelphia and New York, who occupied the premises in the last named city at 71-81 East River, or what is now part of the East River Drive. Here, for the first time in 1773, he made Dr. Baker's Albion Essence and Anti-Scorbutic Dentrifice from old European formulas. There is no record of his death, but he left his property along the East River to the city for the free education of American children. This was the first free education center in America.

Bottles to hold cosmetics came from England until 1763 or thereabouts when William Henry Stiegel, who emigrated from Germany founded his first glass house at Elizabeth Furnace, Lancaster County, Pennsylvania, which operated until 1765. He then erected another house at Manheim in the same county where he first blew glass in 1765. A second and larger establishment was completed in 1769. The account books of all three houses bear witness to the fact that scent bottles were among the articles produced and some of these are still in existence today. That Stiegel made glass on special order is substantiated by authorities on early American glass, who are able to recognize his individual craftsmanship. One of these bottles owned by a private collector, bears a shield-shaped, printed label attached to the bottle and bears the following inscription:

"Pungent Smelling Bottle
Prepared and sold by
Geo. Brinley Druggist."

A few glass houses were known to have existed before Stiegel's but they left no records. However, during the time Stiegel operated, other houses were established at Boston and Sandwich in Massachusetts and other New England areas as well as in south Jersey.

The finest bottles were free-blown and cut, while others were pattern-molded in small dip molds, or blown in tiny piece molds and later assembled. Scent bottles measured two and one-half inches to three inches in length and were in a variety of forms and colors. A few of the unusual shapes found are the Seahorse bottles, Corset-waisted bottles, Violin bottles, Acorn bottles, and Bellows bottles. There was also the gemel bottle, joined and having two stoppers like some types of cruets. Although the majority of the earliest bottles had only glass stoppers, a few were molded with the neck treated for a screw cap, but these did not appear until 1850.

Among museums possessing fine and representa-

tive collections of these exquisite little bottles are *The New York Historical Society* and *The Historical Society of Pennsylvania* but the greatest number have been absorbed by private collectors and antiquarians. The unique characteristics of these flasks is in the diversity and delicacy of the cut designs, enriched by a wide range of beautiful colors. Almost every known shade was used to enhance their beauty. There were the blues, in cobalt, sapphire, aquamarine and amethyst; purple, violet and peacock shades; emerald, clear green and yellow green; pure yellow, dark amber and olive amber; pale puce; fiery opalescent; milk white and black. No verbal description could do them justice and it is well worth a trip to a museum to examine these splendid artifacts of early American origin.

Brief mention has been made of women who undertook the commercial manufacture of soap, but every housewife arriving in the colonies was a potential soap maker. In the cities and larger

towns where commodities were readily available to those who could afford them, toilet soaps of the best grade were purchased from the local merchants. However, many urban, as well as all those in the isolated communities, were dependent on only one all-purpose soap which was made in the spring by the women of the household. Throughout the year the refuse grease from cooking was saved, as were the wood ashes from the fireplaces and by a long and arduous process, these were prepared and blended into a rank, jelly-like mass which served the homes as a practical cleansing agent. Aside from the back-breaking work that went into soap making, a great deal of preliminary hocus pocus was deemed necessary before the chore was undertaken. For instance, it was unheard of to attempt the task without consulting the almanac for the most propitious weather and to make sure that the moon was in the right quarter and the tide in the flood, otherwise the soap was apt not to "come right." For so important a household

industry no risks could afford to be taken with the outcome of the finished product. Thus our ancestors were laying the industrial foundations which have resulted in our being the greatest manufacturer, exporter and consumer of soap in the world today.

After the first theatre in the colonies was opened to the public at Williamsburg, Virginia in 1718, other cities designated appropriate building for the purpose of theatrical entertainment by roving players or amateur groups recruited from the aristocracy. Major John Andre, the spy, was an ardent devotee of the theatre. Aside from his capacity as an actor, he designed scenery and costumes and produced plays. One of the most lavish entertainments known to have been presented during this century was the famous "Mischianza," given by Andre and other officers of General Howe's staff in 1778. This was an elaborate masque and regatta on the Delaware River before a ball of great splendor in Philadelphia on the eve of General

Howe's recall to England. All the prominent citizens of that city took part in this glittering celebration which lasted for almost twenty-four hours. However, the professional actor does not seem to have been acquainted with anything but the most primitive make-up until the discovery of grease paint in Germany about the middle of the century. Authorities on the subject are agreed that the actor attained his effects by the use of wigs and beards and that his make-up box consisted only of white chalk, carmine, burnt cork, black crayon in tubes, known as Crayon d'Italie and white lead with a lard base. Stubble beards were simulated by burning rough, brown paper and applying the ashes to the chin and cheeks; the charred end of a piece of wood was used to create wrinkles, and the beards were of different kinds of wool attached by means of fish lime or a solution of shellac. There were several companies of these itinerant players in America after the middle of the century but they seem to have been hard put to it to make a living

judging from the number of importunate advertisements inserted in the papers begging for patrons or subsidies from the public. Most of them disbanded after a short and unprofitable career.

What applied to the customs in dress and cosmetics in New York, Boston and Philadelphia was carried to even a greater extreme in the southern cities and among plantation owners. The only difference of note between the colonies was that southern gentlemen, because of the heat and the long distances to be traversed between plantations, sometime substituted a cap during the day for the ubiquitous wig of the Northerners. All the southern cities were centers of gaiety and pleasure but perhaps the most unique was New Orleans, whose life as early as 1737 was patterned after the French court. Existence was easy and lavish with all the pageantry and panoply of an autonomy.

Toward the end of the century when we had won our independence from England, the flagrant

over-indulgence in cosmetics began to abate. The French Revolution also had its effect in curtailing the practise throughout the fashionable world, for until the rise of Napoleon, cosmetics were considered too reminiscent of the aristocratic regime which had ended so disastrously. For a time the custom went out of vogue, although it never entirely disappeared. Benjamin Franklin wrote a satyrical paper on perfumes addressed to The Royal Academy of Brussels in a broad and ribald vein; and at his inauguration George Washington did not forego a custom which he had long adhered to by wearing toilet water and a powdered, scented wig, as did most of the gentlemen present. Through his life we find references to cosmetics among Washington's personal accounts, both for himself and the Curtis family. He was only one of the men prominent in the century who used cosmetics at least in moderation.

The century was drawing to its glorious close when Robert Bach, a wholesale chemist from

Hereford, England emigrated to America and set up a business at 128 Pearl Street, New York in 1798. Adhering to his policy "to be loyal and attain the confidence of those who trust in you and deal with you," he imported and dealt in chemicals, patent medicines, powders, essential oils, perfumery, etc. Through strict observation of his undeviating policy the firm grew and prospered under his guidance. In the following years, because of various reorganizations, the business became known as Bach and Bradish in 1821, Dodge, Cumming & Company in 1840, Dodge & Colvill in 1850, Dodge, Colvill & Olcott in 1859, and finally Dodge & Olcott in 1861. Under the same it was incorporated as Dodge & Olcott, Inc. in 1945 and still operates today as the oldest essential oil house in America. Prior to 1872 all essential oils and crude drugs were imported, but in that year at 88 William Street, New York, Dodge & Olcott began distilling raw materials for export. These consisted of oils of nutmeg, clove, cubeb and bay. In 1880 a factory was

started in Jersey City, New Jersey and was later moved to Brooklyn. In 1904 the manufacturing operations were moved to Bayonne, New Jersey, its present site, where it still upholds its irrefutable reputation for distillation, rectification, research and experimental work in the industry.

A PARTIAL LIST OF MERCHANTS, CHANDLERS, BARBERS, HAIRDRESSERS AND WIG MAKERS WHO PLIED THEIR TRADES IN THE EIGHTEENTH CENTURY

1727—Peter Udall, apothecary and distiller, situated "a short distance from the Slip."

1734—Peter Lynch, importer of cosmetics, hair dyes and hair powders, "near Mr. Rutger's Brewhouse."

1736—Mrs. Edwards, one of the first women merchants and importers.

1742—Mrs. Redmond, importer of patches and patch boxes, "opposite the Fort Garden."

1747—Widow Lawrence, soap maker.

1750—John Still, barber and peruke maker. "This is to acquaint the Public that there is lately arrived from London, the Wonder of the World, an Honest Barber and Peruke-maker, who might have worked for the King, if His Majesty would have employed him; it was not for the Want of Money that he came here, for he had enough of that at Home; nor for the Want of Business that he advertised himself; but to acquaint the Gentlemen and Ladies, That such a Person is now in Town, living near Rosemary-Lane, where Gentlemen and Ladies may be supplied with the Goods as follows, viz. Tyes, cuts and bob Perukes; also Ladies' Tate-matongues and Towers after the Manner that is now wore at Court. By their humble and obedient servant, John Still."

1752—Dr. Charles Hunter, chemist and distiller. Newport, Rhode Island.

1753—Barak Hayes, importer of cosmetics, "in Bayard Street."

1754—Elizabeth Colville, importer of cosmetics, etc.

1754—Mme. Derham, "milliner from London by way of Philadelphia at her shop near Alderman Livingston's in South Street. She has for sale all articles pertaining to the Ladies."

1754—John Dichter, soap maker, "living in the Slote."

1755—John Jules Sorge, jack-of-all-trades. Among his experiments with cosmetics were: "a fine Water for Ladies to wash themselves with in order to preserve their beauty . . . a Soap-Liquor, of which take 10 or 12 drops, and put in a Cup of Water, and you will have sufficient suds to wash or shave yourself. He knows a special Remedy to take out the hair out of Ladies' Foreheads and Hands, without Pain."

1756—Elizabeth Franklin, soap maker and tallow chandler. She was the sister-in-law of Benjamin Franklin.

1756—Robert Ingles, manufacturing chemist. He "compounded an extraordinary sweet infusion made by his own hand."

1756—Edward Agar, chemist.

1765—Thos. B. Atwood, apothecary, "in Broad Street."

1765—Abraham Bendix, wax and tallow chandler and manufacturer of combs, "at the East side of Peck's Slip."

1766—Mr. Dea, hairdresser and wig maker, "in Chappel Street."

1766—John Crossley, comb maker, "in Horse and Cart Street."

1768—G. Duykinck, apothecary, "at the Sign of the Looking Glass and Druggist Pot." (He was one of the most celebrated apothecaries of his time.)

1769—John Dunn, merchant, importer of cosmetics, "living on Crowfoot Hill near the Hay Scales."

1770—John Cadogan, barber, hairdresser and wig maker, "near the Old Slip Market."

1771—Hugh Gaine, printer and importer of cosmetics, etc. He was the proprietor of the most exclusive shop in New York.

1772—Mrs. Sheaffe, manufacturer of soaps and hair powder.

1774—James Rivington, merchant and importer.

1786—Nicholas Low, importer of cosmetics, "at 16 Wall Street." This was the first shop of its kind on Wall Street.

An oddity which appeared in *The New York Gazette or Weekly Post Boy* of January 5, 1756, shows a fantastic trend in the advertising of the period. Apparently this wag was readily identified by his public because his name does not appear in the advertisement. "Me Givee de advertisement of every Body in New York . . . Yes, dammee, me advertise for makee de Vig, Cuttee or curlee de Hair, dressee and shavee de Beard of the Gentleman, sellee de Pomates, and de Powdre, so sweet for de Hair, and de Vig, for makee a bon Approach to de Madam-moselle . . . N. B. Me makee all de Bon Taste, Alamode de Paris; and me no chargee above three Hundred per Cent. more dan all de Workmans in Town.

For Dressee de Hair	L	0	6	6
For Curlee de Hair		0	4	0
For Cuttee de Hair		0	6	6
For Makee de Bag			10	6
For Makee de Ramille de Half de Pistole				
For Makee de Toupee de Half de Pistole				
For Von Stick de Pomat		0	2	6
For Von Bottle de Lavender		0	4	0

And so in de Proportion."

A PARTIAL LIST OF COSMETICS KNOWN TO HAVE BEEN USED BY COLONIALS DURING THE EIGHTEENTH CENTURY

(Taken from Handbills, Advertisements, Bills of Sale and Letters of the period).

ANGELICA WATER—Toilet Water. 170 (?).

APLEY'S VIOLET WATER—Toilet Water. 1741.

BALM OF MECCA—Probably a liquid rouge. 1774.

BAVARIAN RED LIQUOR—For tinting the cheeks. It was also advertised as beneficial if taken inwardly. 1753.

EAU DE CARIN—Toilet Water. 1762.

BLOOM OF CIRCASSIA—"Now first imported to North America. It is allowed that the Circassians are the most beautiful women in the world. However, they derive not all their charms from nature. A gentleman long resident there in the suite of a person of distinction, well-known for his travels through Greece became acquaitned with the secret of the Liquid Bloom, extracted from a vegetable the produce of that country, in general use there with the most esteemed beauties. It differs in all others in two very essential points. First, that it instantly gives a rosy hue to the cheeks, not to be distinguished from the lively and ornamental bloom of rural beauty, nor will it come off by perspiration, or the use of a handkerchief. A moment's trial will prove that it is not to be paralleled." 1774.

BEAUTIFYING OINTMENT "which was sold by Dr. Constable in Chappel Street, some years ago with great success, in curing carbuncles, pimples or cutaneous eruptions, rendering the face smooth and of a good color, may now be had of the

printer hereof (Hugh Gaine): 'Tis innocent and may be used with great safety by either sex'." 1771.

BEAUTIFYING WASH "for Hands, Face and Neck, it makes the Skin soft, smooth and plump, it likewise takes away Freckles, Redness, Sunburnings, or Pimples, and cures Postules, Itchings, Ringworms, Tetters, Scurf, Morphew, and other like Deformities of the Face and Skin. (Entirely free from Corroding Qualities) and brings to an exquisite Beauty, with Lip Salve and Tooth Powder, all sold very cheap." 1736.

BOSTOCK'S PASTE FOR THE TEETH—Tooth Paste. 1747.

BRITISH OIL—"For the Goute." 1753.

CARMINE—Rouge. 1707.

CATCHUE—This is the first mention of an astringent other than the juices of citrous fruits and was listed among a shipment of women's articles which arrived in New York. Webster's New International Dictionary defines the word "catchu" as, "a certain dry, earthy, or resin-like substance, obtained by decoction and evaporation from the wood, leaves, or fruits of certain tropical Asiatic plants—called also 'cutch.' Specif: an extract of the heartwood of either of two East Indian Acacias." 1754.

CERUSE—Rouge. 1707.

CHINESE WOOL—Rouge. 1736.

EAU DE COLOGNE—Toilet Water. Dates back to the 17th century.

CORDOVA WATER—Perfume. 1744.

DAMASK ROSE WATER—Perfume. 1731.

THE DIVINE CORDIAL—Perfume. 1734.

FRENCH RED—Rouge. 1753.

GREENOUGH'S TINCTURE—"For preserving teeth and gums." 1753.

GRECIAN LIQUID—"For changing the hair from any color to a beautiful black." 1765.

HONEY WATER—Skin lotion. 1754.

HONEY OF ROSES—Pomatum, "for the removal of wrinkles." 1730.

HUNGARY WATER—Perfume. "Composed of Rosemary, rectified spirits and Jamaica ginger." 1744.

ITALIAN RED—Rouge. "For the Ladies, which gives a beautiful florid Color to the Skin, where Nature is deficient, not to be distinguished from the Natural Bloom of Youth." 1753.

IMPERIAL COLD CREAM. 1753.

IMPERIAL ROYAL CREAM WASH BALLS—Soap. "Composed of a mixture of rice powder, orris and white lead. Held to be most beneficial." 1753.

IMPERIAL ROYAL CREAM MARBLED WASH BALLS—The finest grade of soap—1753.

KING'S HONEY WATER—Perfume. 1757.

LADY MOLYNEUX'S ITALIAN PASTE—"So well-known to the Ladies for enamelling the Hands, Neck and Face, of a lovely white; it renders the most rough skin smooth and soft as velvet. There is not the least grain of paint in it; and Ladies who use it cannot be tanned by the most scorching heat. If it is used to Infants in the month, it secures them a delicate Skin; nor can the most severe frost crack the Skin. Sold by Hugh Gaine." 1774.

LAVENDER WATER—Toilet Water. 1753.

EAU DE LUCE—For headache. 1761.

MACASSAR OIL—"For dressing the Haire." 1766.

NUN'S TOOTH PICKERS—Bone and Ivory Tooth Picks. 1762.

ORANGE BUTTER—Pomatum. "It is execllent for Gentlewomen to comb up the Hair with." 1734.

ORANGE FLOWER WATER—Perfume. 1727.

PASTILLIOS DE BOCCA—"For sweetening the breath." 1730.

POMANDER—"A ball, or other form, composed of, or filled with perfumes, worn at the pocket or about the neck. They assume a great variety of shapes, but all primarily derived from the apple (pomme), whence they were named pomme d'ambre, if affording that scent, and then pomander generically. They were usually pendant from a chain hanging from a girdle in front of a lady's dress. Sometimes they were circular, unscrewing at the top, and falling into a series of cores, each containing a different scent; at other times the scent was made into a ball, and held in a case of silver open work; or they were fashioned like a flat box. They were also carried by dandies and used against infection. Pomanders were used until the close of the 17th century.

PULVILLE—Scented Powder. 1714.

THE RIGHT PERSIAN SOAP—Soap. This suggests that there was also a "wrong" one. 1754.

THE PRINCELY BEAUTIFYING LOTION—"It beautifies the Face, Neck and Hands to the Utmost Perfection and it is in the greatest Esteem among the Ladies, etc., of the first Quality. No words

can sufficiently express its Virtues, for it is not in the nature of paint which puts a false, unnatural gloss to the Skin, but it is a true Remedy, that by its use really adds a Lustre to the most Beautiful by showing the fine features of the Face; and it is so safe, not having the least grain of Mercury in it; that it may be taken inwardly; and if smelled too, it is really good against the Vapors, etc., in Ladies, the very Reverse of all the other Remedies of the kind which raise the Vapors." 1764.

THE PRINCELY PERFUME—Perfume. 1742.

PYRMONT WATER—Skin Lotion. 1765.

ROSE COLD CREAM—1743.

ROYAL COSMETIC BEAUTIFYING LOTION—Rouge. 1765.

ROYAL MILK WATER—Skin bleach, "which took all spots, scurfs, pimples off the face." 1753.

EAU SANS PAREIL—Toilet Water. 1761.

SPANISH PAPERS—Rouge. Literally papers impregnated with a carmine dye to be rubbed on the face." 1753.

SPANISH RED—Rouge. 1756.

SPAW WATER—Unidentified. 1765.

STRAWBERRY COSMETIC—Rouge. 1727.

TRICOSIAN FLUID—Hair dye. 1788.

VENETIAN PASTE—"So well-known to the Ladies for enamelling the Hands, Neck and Face, of a lovely white; it renders the most rough Skin smooth and soft as Velvet, and entirely eradicates Carbuncles and other Heats of the Face, or Nose and cracking of the Lips at this Season of the Year. Sold only by Hugh Gaine, at 6 s. per pot." 1774.

A FINE WATER FOR THE LADIES—"To wash themselves with in order to preserve their beauty." 1755.

IV. THE NINETEENTH CENTURY

IN CONTRAST TO THE OPULENCE and glitter of the Colonial era, the years 1789-1800 saw a diminishing in the extensive use of cosmetics. For a time it was considered not chic to paint, powder and patch to the extent it had formerly been practised but this period of desuetude was only transitional, although cosmetics were never again to reach the peak they had attained until after World War I. The Southern states were less observant of the restrictions carried out in the North, particularly among aging women, who relied on cosmetics to conceal the ravages of time and were aware of the

flattering effect of powdered hair on withering features. The very young carried on the custom to heighten their natural beauty and enhance their value in the "marriage market." In fact, the Southerners had no intention of changing their way of life or curtailing their love of luxury, for they continued to adhere to the aristocratic doctrines eschewed in the North after the French Revolution. When John Adams moved the capital from Philadelphia to Washington in 1800, Georgetown, a suburb of the new capital became the social center of the Southern states where all the wealthy families of Maryland and Virginia came for the season to display their eligible daughters. Balls were a nightly diversion during the season and pretensiousness in dress and ornamentation prevailed, although American ladies were quickly learning the subtleties of the art of make-up. Styles still followed those of Europe with a decided preference for the French influences under the Directoire and Empire.

The first ladies of the land were not noted for setting the vogue and it was not until the fascinating and glamorous Dolly Madison came to live in the White House and rule the fashionable world, that there was a general revival of beauty aids. However, that a large faction of Northerners continued to hold out against artificial adornment is proven by a letter of Mrs. Seaton's of Philadelphia, who must have been a staunch reactionary and would rather believe what she did not choose to admit than bow to public opinion. In discussing the prevalence of cosmetics among the Washington belles, she further comments that, "Mrs. Madison is said to rouge, but not evident to my eyes, and I do not think it is true, as I am well assured that I saw her color come and go at the naval ball when the Macedonian flag was presented to her by young Hamilton. There were other ladies of the same opinion, but as Mrs. Madison never denied rouging, and since her personal accounts attest to a predilection for toilet articles of all sorts,

it would seem likely that rouge was included among her accessories.

Although the term was used in the eighteenth century, face powder was henceforth designated as rice powder or poudre de riz, and "pearl" to differentiate it from hair powder, which was of a coarser and cheaper quality.

In inaccessible communities or where restricted means prohibited the luxury of cosmetics, women relied on their ingenuity in converting certain gifts of nature into beautifying agents when their own attractions seemed deficient. Some of these substitutes still survive in segregated rural districts. Pulverized chalk was converted into a crude face powder, and fresh cut beet-root into rouge. And a superstition which gained great favor among the women of certain outlying settlements was that the juices obtained from the petals of various roses was supposed to bring a permanent bloom to the cheeks and lips.

One of the reasons why cosmetics have never

entirely disappeared from use in America, and in the South in particular, has to do with our climate. The sunlight of the Western continent is more intense and tends to burn the oils and color out of the skin; whereas, the moist English climate acts as a beauty treatment on the complexion.

Miss Elizabeth Kortright, who married James Monroe, our fifth president, had been a famous beauty in her native New York and an arbiter of fashion, which she was able to maintain through close observation through her frequent visits abroad. In addition to beauty, she possessed great charm and distinction, and when during her husband's administration, she took her daughters to Paris, their return was awaited by Washington society with feverish anticipation for news of the latest Parisian innovations.

Still another proof of the revival of beauty aids and extravagances in style comes from a Philadelphia newspaper as early as 1802. "Ross respectfully informs the ladies that he has on exhibit a

most elegant and whimsical headdress, calculated either for masked balls, full dress, or undress, and may be worn instead of a veil, having the peculiar quality of changing its shape, occasionally covering the whole face, yet capable of being disposed into wandering ringlets; as a mask the disguise is complete without oppression; as a veil it protects without the dull uniformity of a drapery, and may be scented to the perfume of any flower; for beauty it cannot be surpassed, and for simplicity it stands unrivalled. The patent was granted by the Goddess of taste, inspired by the Spirit of fancy, secured from imitation by the Genius of merit, patronized by the Votaries of elegance, and exhibited in the Temple of fashion."

My imagination refuses the hurdles imposed by the above to visualize what sort of contraption this headdress must have been, but it was undoubtedly a rare and amazing article of dress.

"Tricosian fluid," already known to the ladies of the previous century, and still imported from

England, seems to have become endowed with greater powers along with its growth in popularity. "IMPORTER.—To the nobility, gentry, etc. . . . No. 47 New Bond Street, Mr. Overton's where may be seen specimens of red or grey hair changed to various beautiful and natural shades of flaxen, brown, or black. As many ladies are compelled from their hair changing grey, at a very early period, to adopt the use of wigs, such ladies are respectfully informed that their own hair may be changed to any shade they choose, in the course of a few hours, by the use of the never failing *Tricosian fluid,* and such is its permanence, that neither the application of powder, pomatum, or even washing, will in the least alter the color. It is easy in application and may be used in any season of the year, without danger of taking cold, being a composition of the richest aromatics, and highly beneficial in nervous headaches, or weakness of the eyes. To convince the nobility, etc., any lady sending a lock of her hair, post paid

(sealed with her arms so as to prevent deception), shall have it returned the next day, changed to any color showed at the places of sale. Sold in bottles at one Pound, one Shilling. . . ."

During this period oil was used to set ladies' hair in place of pomatum and was known as "antique oil" irrespective of its source.

Neither had the men foresworn their interest in cosmetics and the prevailing mode. Mrs. Robert Goodloe Harper wrote to a friend describing her husband's appearance at President Monroe's inaugural ball, ". . . he appeared in great splendour . . . his clothes cut after the latest fashion . . . perfumed like a milliner, with a large knot of black ribbon on each shoe."

American men continued to use scent sparingly and hair oils up to the Victorian era, but rouge and powder, except to conceal traces of the beard after shaving, never returned to favor.

The early part of the century saw tremendous growth in private enterprise throughout all fields

of industry in America. Most of the firm names of the original founders are lost to us, but many of the early concerns are carried on today by large corporations which have absorbed them. Colgate-Palmolive-Peet Company represents a combination of the businesses of the Palmolive Company, Peet Brothers and Colgate & Company. The business of Colgate & Company was founded in 1806 by William Colgate. The exact dates on which Colgate & Co., and the other firms now merged with it, began the manufacture of cosmetics and the nature of the first cosmetics manufactured are, unfortunately, not included in the existing records of the company.

Soap, as a body cleansing agent and beautifier among the elite, was fast supplanting the creams and lotions of former times. Probably the trade name best known to Americans, and certainly most sought after at this period, was *Pear's,* imported from England and sold in pots at three shillings. An abortive attempt was made sometime

prior to 1827 to manufacture it here from the original formula, but the project failed for some reason which remains obscure.

In spite of the strides made by manufacturers and importers, who could supply virtually every need for the toilet, ladies continued to spend their time preparing cosmetics from homemade recipes. Periodicals of the times, in many instances, contained a "ladies page" devoted to the latest fashions and including formulas which could easily be made up in one's spare time at supposedly less expense. Two of these recipes which seem to have found favor were:

SACCHARINE ALUM—"Boil white of eggs and alum in rose water; make into a paste and mould into the form of small sugar loaves. The ladies use this paste to give greater firmness to the skin."

EAU DE VEAU—"Take a calf's foot and boil it in four quarts of river water until it is reduced to one half the quantity. Add half a pound of rice

and boil it with the crumbs of white bread, steeped in milk, a pound of fresh butter and the whites of five fresh eggs, with their shells and membranes. Mix with them a small quantity of camphor and alum and distill the whole. This cosmetic is one that may be strongly recommended."

As the above recipes are quoted in their entirety, exactly as they appeared in local journals, there would seem to be a question in both cases over which the ladies might find cause to brood. In the first, the author gives no indication as to the amount of each of the required ingredients; and in the second, we are left to guess the purpose for which the cosmetic is so strongly recommended.

Sarah Josepha Hale, the editor of Godey's Lady's Book, used herself, and advocated the benefits to be derived from a hand lotion compounded of lard, rose water and cocoanut milk. Renowned for the texture and beauty of her skin, Mrs. Hale won many disciples to her own nightly beauty treatment. This consisted of applying strips of

heavy, brown butcher's paper, soaked in fresh apple vinegar to her temples and worn through the night to ward off crow's feet about the eyes.

These simple home remedies were entirely harmless. But in the case of patent cosmetics, still nothing was done either to ban or improve those products that were known to be poisonous. Doctors were beginning to attribute deaths to their use, and the disastrous experiences of friends and acquaintances brought the matter to the attention of the consumer. Yet it is not surprising that an outrage that was allowed to endure in the industry until our own time, should have received no federal prohibition in a chemically unenlightened era. It may easily have been that the noxious causes which resulted in poisonings and sometimes death could not then be determined. In any case, the mortality as a result of the use of injurious cosmetics continued through the years.

One of the milder hazards connected with the application of an early patent hair preparation is

related by a "Philadelphia Lady of Quality" in 1830. Part of her journal is given below:

"A young lady, a friend of mine, residing in the same house, found, to her utter dismay, that her hair was becoming grizzled. It was a terrible misfortune, as she had really a fine head of hair, and false curls were not, at the time, much worn; so she had no need or excuse for substituting other hair for her own, growing grey. . . . She purchased, at a very high price, a bottle of "Imperial Hair Restorer"—I think it was called, or some such sounding name — 'warranted to give the hair a glossy appearance and restore it to its pristine color without failure or danger.' The restorative was plentifully applied and within two days' time the curls of the young lady, where the grey locks had chiefly obtruded, were changed to an equivocal hue, bearing the near resemblance to the dark changeable green of the peacock's feathers. The only truth of the restorative were its glossy qualities. The hair of the unfortunate young lady was

glossy enough, and stiff as bristles. I cannot even now, though several years have passed, think of the ludicrous appearance of that patent colored hair, and the mirth it created in our little coterie, without laughing heartily."

Itinerant merchants travelling by foot, horseback, or in wagons were familiar sights along our highways during the first half of the nineteenth century. Because of the great distances from his sources of supply, the rural storekeeper's goods were often antiquated or had become spoiled where the items were of a perishable nature. His stock was usually replenished only once a year and, due to the difficulties of transportation, its condition was seldom perfect on arrival. So the peddlers, anticipating the wants of the smaller communities, grew up to supply those needs which they could afford to sell cheaper than the village merchant. And because of the quick turnover, his wares were fresher and had the added attraction of coming direct from the seaboard cities. These wandering

vendors were known as "trunk" peddlers and "wagon" peddlers. If he came by foot or on horseback, he carried his wares in a small, light trunk or pack strapped to his back or behind his saddle. For lack of storage space, these trunk peddlers could deal only in smaller articles such as, knives, scissors, razors, pins, needles, thread, cheap perfumes and jewelry. The wagon peddlers, on the other hand, could transport practically all the items to be found in small shops, which included a larger variety of toilet articles.

Several well-known business men began their careers as peddlers and among their number was B. T. Babbitt, who, as a young man, about the year 1830, peddled Yankee notions in the North. He was a keen observer as well as a shrewd business man and when he first began making soap, "he was the first to sell it in cakes of uniform size," each cake wrapped separately in a paper printed with his name. To overcome Yankee sales resistance against these wrappers, for which housewives

thought they were being charged, Babbitt had the word "coupon" printed on the wrapper with directions for saving and redeeming them for prizes. Besides these innovations, Babbitt is credited with being one of, if not the first, American soap maker to have his name stamped into his product.

Toward the end of the third decade of the century, the faction which had branded the use of cosmetics as the stigma of an effete aristocracy was rapidly increasing, due largely to the rise of the common man, who was finding his rightful place in our democracy. His voice was raised throughout the land in protest against class distinction and its unjust privileges. These he attacked as having no proper place in a land dedicated to life, liberty and the pursuit of happiness. The abuse of artificial "fripperies" which the well-born continued to practise as a symbol of noblesse oblige was chief among his anathemas and his fierce denunciation of this undemocratic habit found a large and receptive audience. In April 1840 these

scattered condemnations culminated in a direct attack upon our chief executive. With the question of his re-election a little more than six months away, Martin Van Buren was making a bid for a second term. Although he was not a popular president with the people, his chances of remaining in the White House were obliterated by a vitriolic speech given before the House of Representatives by Congressman Ogle, a Whig from Pennsylvania. Among other vices, he accused the president of effeminacy by exposing the contents of his dressing table, which included such requisites as, *Double Extract of Queen Victoria, Corinthian Oil of Cream, Concentrated Persian Essence* and *Extract of Eglantine*. Overnight Van Buren had become the laughing stock of America and his days of political service were over.

From this time the use of cosmetics carried the stigma of unmanliness in America. Except for scented macassar oil among the rich, and bear's grease, which the frontiersman substituted to keep

his hair dressed and in place, men abandoned all the affectations of the toilet. Nevertheless, if we can believe fictional accounts of the times, even the backwoodsman was apt to mellow the gamey flavor of bear's grease with cheap essences obtained from the rural peddlers or the cross-roads store.

In 1846 another well-known American product came into existence. Theron T. Pond, the originator of "Pond's Extract" manufactured and sold it on his individual account; and the following year, Solon Palmer left his native New Hampshire and moved to Cincinnati, where he created a line of cosmetics which included colognes, perfumes, lotions, hair oil and powder. To him is attributed the wide distribution of the first general line of cosmetics from a single firm in America. These were brought to the public's attention by the first travelling sales force to represent a perfumer in this country. A salesman's itinerary included the cities and principal towns in Ohio, Indiana, Kentucky, Illinois and New York, and the riders of

the newly-organized Pony Express carried Palmer's merchandise through the west as far as San Francisco.

Realizing the great discrimination placed upon cosmetics bearing a New York label, Solon Palmer moved his business to that metropolis in 1871, where he operated from No. 12 Platt Street. Since the founding of the company until today under Lubin Palmer and Solon Palmer, Solon's grandsons, and Solon M. Palmer, Solon's great grandson, all perfumes have been created and blended on the premises by a member of the family.

Anticipating the debunking fad by some sixty years, B. F. French & Company of New York City published a pamphlet in 1860 called, "Humbug," and subtitled "A Look at Some Popular Impositions." This paper was conceived as a warning to the consumer against much of the patent merchandise then glutting the market. It called attention to most of the pitfalls to be avoided by the buyer and one of the chapters was consigned to

toilet articles of a spurious and harmful nature. However, the publishers must have been wary of libel suits, for they mention few brand names and the chapter is largely devoted to exposing the exorbitant profits made by the manufacturers of patent preparations and pointing out the economy to be gained by compounding the same formulas at home. In the case of a widely advertised hair dye selling for $1.00 a bottle, they list the cost of the ingredients and show how it can be made by the layman for five cents. In spite of its good intentions, "Humbug" could not have had a strong appeal to the public, who seemed more concerned with proving Barnum right than protecting their pocketbooks against fraud. It struggled on for a short time and then foundered on public inertia.

The Civil War years created a nouveau riche in the North among the unscrupulous war profiteers, and cosmetics had another lavish, if short-lived revival, fostered by the wives of the men who were amassing the new fortunes. They made

use of every conceivable ostentation to proclaim their newly acquired affluence and one of the most extravagant conceits was the flashy innovation of powdering the hair with gold and silver dust which was said to have cost fifteen dollars a dusting. The old families with established pedigrees ignored these upstarts as far as was possible, but the places of public entertainment were monopolized by these bedizened sybarites. This era also saw the appearance of mascara at Newport and Saratoga for the first time. It was supposed to have been introduced by the Empress Eugenie when she visited America.

While the North and South were shedding blood in the desperate struggle to settle the slavery question, an unassuming young man from Leichner, Germany landed in New York City. Charles Meyer was only seventeen years old at the time, but he brought with him three indispensable keys to success. He had learned all there was to know of the profession while serving his apprenticeship

under one of the most famous wig makers in Europe; he possessed sufficient capital to set himself up in business along with an infinite capacity to succeed; and he brought over a formula for the newest contribution to the cosmetic industry—grease paint. Opening a shop on the Bowery, he compounded and sold the first grease paint to appear in this country as a side line to his wig making. Through the years he contributed other articles for theatrical make-up and for a time he had a virtual monopoly in the industry.

The first face powders blended in America were made with bases of lead, arsenic salts, or bismuth. Although the latter was less injurious to the skin, it had a tendency to turn gray or brown when exposed to candle fumes or gas light, and it was more expensive. But in 1866 America made an invaluable contribution to the cosmetic industry when Henry Tetlow discovered that oxide of zinc made the most satisfactory face powder base. It was entirely harmless, it would not discolor with oxida-

tion and it was so cheap it made rouge and face powder available to women in the lowest financial brackets. This discovery gave new impetus to the industry all over the world and in America inexpensive brands sprung up like mushrooms overnight. Many large corporations producing great quantities of toilet articles made their modest beginnings with a cheap face powder.

Our next contribution of note was the evolution of talcum powder in the last decade of the century. It was a simple formula of powdered magnesium silicate to which perfume was added, but although we produce and consume vast quantities of talcum powder annually, it remains chiefly a native product because it has never gained popular favor with the outside world.

Until 1870 all cosmetics made in America were for home consumption, but about that time manufacturers began exporting in small quantities. However, there was not a great demand for our products abroad and it did not become an im-

portant source of revenue until after World War I.

It had long been a practise among manufacturers of toilet articles to prevail upon the great actresses of the times to endorse their commodities with letters which testified in the most enthusiastic terms, to the unparalleled excellence of whatever product the exalted person could be persuaded to praise for a consideration. These letters undoubtedly had some effect on stimulating sales among a certain class of women, but society selected their individual preferences from among the most exclusive and expensive luxuries. It is unlikely that Adelina Patti's recommendation, for instance, had any influence on changing their brands unless it also had a definite snob appeal. However, in the eighteen-eighties an enterprising advertising representative had the inspiration to induce Mrs. James Brown Potter, nee Cora Urquart of New Orleans, a famous American beauty, to endorse Harriet Hubbard Ayer's cold cream. Her letter written on stationary engraved with

the Tuxedo Park address was widely publicised and represented the first advertisement in the world to feature names from the Social Register.

During the final twenty years of the century cosmetics reached the lowest ebb they had yet known in their entire history. Even among actresses and professional women cosmetics, when used, were applied sparingly although among this class the vogue for bleaching and dyeing the hair was considered smart. The term "peroxide blonde" came into familiar usage about this time and the practise of bleaching was even resorted to by ladies of impeccable reputations but in their efforts to conceal this subterfuge the process of acquiring the desired golden effect was often prolonged for months. Except for a dash of flowery cologne on her handkerchief and a discreet touch of powder and sometimes rouge, no lady might be suspected of using make-up and maintaining her position in society. The complexion was cared for by steaming and cleansing with soap and water and pro-

tected from the summer sun by large hats and parasols and heavy veils in winter.

Before 1900 hairdressers in New York City had dwindled to three in number because the prevalent modes in arranging the hair were simple and could be easily executed at home.

And so the century closed on a note of naturalism.

Appendix

Advertisements Taken from Newspapers and Handbills of the 19th Century

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COURT STREET HAIR-CUTTING AND CURLING ROOM

LEMUEL BURR

Respectfully informs his friends and the public that he has taken the Room 65 Court Street, where he hopes by strict attention to business, to merit and receive a liberal share of public patronage.

TERMS PER QUARTER

For shaving 7 times a week 5,00
For shaving 4 times a week 3,00
For shaving 3 times a week 2,00
For shaving twice a week 1,50

CURLING HAIR

For adults and children 12 1-2 cts
Curling 12 1-2 cts
Cutting Ladies Hair 18 cts
Curling Ladies Hair 25 cts
Shaving out of the Room 25 cts
Particular attention will be paid to Cutting Children's Hair.
Cutting Hair for males out of the Room 37 cts
Cutting Hair for females out of the Room 50 cts
Cutting Hair for misses out of the Room 50 cts
Shaving the Head out of the Room $1,00
Shaving the Head at the Room 62 cts
Shaving a person after decease $1 to 5,00
Whiskers Trimmed 6 1-4 cts
Whiskers Curled 6 1-4 cts
Shaving 6 1-4 cts
Shampooing, from 12 to 25 cts

Customers will be furnished with Mugs, Brushes and Soap, at 75 cts per year.

Razors honed at 12 1-2 cts each

Perfumery, Fancy articles, etc.

REGULATIONS

Quarterly customers will be received upon the payment of one half in advance and the remainder at the close of the quarter.

No smoking allowed in the Room.
The Room will be closed on the Sabbath at 12 o'clock, throughout the season

(Boston about 1816)

A NOVEL PROJECT

A Sentimental Sally by Harvey Hone, Esq.
Occasioned by the proposed Establishment
of a
Hair Dressing & Shaving Saloon
In which the operations will be performed by virtuous
and accomplished Lady Artists,
Under the Superintendance of I. G. Hubbard, Third Ave.,
New York

This advertisement was printed on pieces of silk measuring about 10 by 14 inches.

A rhyme follows the last line of the advertisement praising the benefits to be found in the new establishment and the superior accomplishments of the ladies employed therein, but the copy I saw was badly stained and the rhyme partially obliterated.

NEUTRALINE!

A Deodorizer and Deterrent
"The Only Remedy of Its Kind in the World"

Will cure chapped skin; improve the Complexion; give the teeth a remarkably pearly appearance; purify the Breath; lessen exces-

sive perspiration, and entirely destroy the odors arising therefrom. A solution in water used in bathing the patient will neutralize all the offensive odors of the sick room. In Pomade form.

Sold by All Druggists

Price $1.00 Trial Size, 25 cts.

Mailed in collapsible block-tin tubes, on the receipt of 25 cts., by the sole proprietors

J. A. Hoitt Company.
Manufacturing chemists and wholesale agents for—Drugs, Chemicals and all leading Proprietary Medicines
Nashua, N. H.

(about 1870)

Henshaw, Edmands & Co.
No. 36 Indian Street, Boston, Mass.

Oldridge's, genuine Balm of Columbia		$7,00
Bear's Oil	gall	2,00
Buffalo Oil, for the hair	doz	1,75
Cachous Aromatique, French	gro	18,00
Cologne Water, extra quality	gall	1,75
" " real Farina's	doz	2,62
" " in pint bottles, flint fluted hock	doz	4,50
" " in half pint bottles, flint fluted hock	doz	3,50
" " in 4 ounce bottles, flint fluted hock	doz	1,75
Freckle Wash	doz	3,00
Florida Water, 4 oz.	doz	1,50
Gilman's Liquid Instantaneous Hair Dye	doz	8,00
Hair Powder, perfumed, French, ½ lb. papers	lb	12,00
Indian Hair Dye	doz	4,00
Lavender Water, fancy	doz	1,25
Macassar Oil, genuine	doz	8,00

Macassar Oil, imitation	doz	62½
Orange Flower Water, large pints	doz	2,50
" " Lotion	doz	4,50
Otto of Rose, in small gilt bottles	doz	3,50
Pearl Powder, extra	doz	1,20
Preston Salts, metal screw cap, small size, a neat article	doz	1,00
Preston's Pungents, extra, French pattern	doz	1,50
Toilet Powder, perfumed	doz	1,00
Vinaigre Rouge	doz	1,25

(1851)

Thompson, Coiffeur (False Hair)
240 Fifth Avenue
New York City

Offices at Philadelphia, Washington, Long Branch and Saratoga. All the hair used in my establishment is of the best, *and only* the best. No dead, dyed, Japanese or Chinese Hair can be purchased for any money in my store. My reputation as an honest dealer would be destroyed were it found in my stock.

Wigs from	$25–$150.00
Half Wigs	15– 30.00
Braids	8– 20.00
Switches	6– 20.00

(1879)

V. THE TWENTIETH CENTURY

IT IS ALWAYS THOSE PERIODS in time which directly follow an epoch of restraint in manners and morals that witness the greatest reaction in behaviorism. Two generations had suffered the drab restrictions imposed on western civilization by the Royal Widow of Windsor and 1900 found the world ready for a reconversion to the lighter pleasures and a relaxation of Victorian taboos.

This symptom of discontent found a strong supporter in the royal family itself. Edward, Prince of Wales, had little sympathy for the stodgy morality of his mother. He was cut out for the life of a playboy and soon after his matriculation at Oxford,

while temporarily free from royal discipline, he began incurring maternal displeasure through a series of frivolous escapades. Champagne suppers and the society of Gaiety Girls were more to his liking than exemplary behavior and matters of state.

In America the children and grandchildren of Civil War profiteers were finding a foothold in an upstart society of their own while the doors of the established families were closed against them. For Ward McAllister, with his selection of the Four Hundred among the most eligible families, had created a standard of American society which was impregnable against the new rich. Led by Berry Wall, the greatest dandy of his time, a new fetish for sartorial elegance sprang up among the men of the elite, while Mrs. William Astor, reigning as undisputed "Queen of the Four Hundred," encouraged greater lavishness in the dress and toilets of her satellites.

In Paris, an inventive hairdresser named Marcel,

decreed a new coiffure by arranging the hair in symmetrical waves over the head with curling irons and for many years, until the permanent wave was modified in accomplishment and cost, the Marcel wave was the most popular and fashionable style for dressing the hair.

Also from Paris came the forerunner of the modern compact. This was an elaboration of the "Spanish papers" of the seventeenth century now made into small books of thin paper coated with white and various shades of red powder, which could be detached and rubbed on the cheeks.

Cold creams enjoyed a world-wide revival just prior to the turn of the century. In America V. Chapin Daggett altered the standard formula for making creams by substituting white mineral oil for the perishable vegetable oils which had hitherto been a principal ingredient. With his partner Clifford Ramsdell he experimented with the new formula in his apothecary shop on lower Fifth Avenue, and finding that the creams did not turn

rancid after a much longer period than could be allowed for those made with vegetable oils, he offered his improved cream to the public, who immediately endorsed it as being greatly superior to the old cold creams. By 1900, Daggett and Ramsdell's Cold Cream had won international renown.

Women were finding less leisure in their lives and although the intricacies of the toilet had been greatly modified during the past decades, other activities had infringed on the time formerly given over to the supervision of the toilet. During the period when a dash of cold water on the face and a twist of the hair into a serviceable knot was sufficient for most daily purposes, women had grown out of the habit of spending long hours before their mirrors. But with the acceptance of waved hair which required the constant attention of curling irons and careful manipulation to avoid burns, women of fashion were hard pressed to find time out of their social days for personal attention. With their mornings given up to lectures and musi-

cales before an exclusive luncheon, afternoons spent shopping, playing cards, or attending a debutante reception during the season, then the mad dash home to dress again before dinner and the opera, there was little time remaining to devote to beauty.

Charles Nestle, an exclusive London coiffeur saw the great benefits to be derived from any device which would give ladies more time for the pursuit of pleasure and in 1906 he astonished the world by inventing the permanent wave. In spite of its unquestioned blessing to women born with straight hair, only eighteen during the first year had the fortitude to endure the eight to twelve hours necessary for the operation or could afford to pay the one thousand dollars which Nestle charged them. Operatives who understood the process of giving a permanent wave did not arrive in America until 1915 and by then it had been greatly improved and reduced in price. It was some time, however, before the time required for its application and the

cost was cut so as to bring it within reach of the majority.

The years 1900-1910 saw the introduction of beauty shops outside of Paris. Mary E. Cobb opened the first one in London and shortly afterward established a branch in New York City on 23rd Street, where for the first time in America ladies could receive complete beauty treatments under the supervision of a specialist.

A new tolerance toward artificiality was coming into fashion and the latest rage brought over from Paris was for hennaed hair which quickly supplanted the golden tints obtained from the use of peroxide and was more generally acceptable to all women. Dyed hair has a tendency to affect the coloring and in order to achieve a harmonious ensemble, women were forced to rely on the blending powers of powder and rouge to detract attention from their brazen heads. Some finesse was used in its application but it was no longer necessary to conceal the flattering effects make-up produced.

Perfumers were enjoying greater popular attention than they had known in some time and new and stronger scents were being introduced to titillate the appetites of the fastidious.

In an address before the Manufacturing Perfumers' Association of the United States on February 13, 1905 in New York City, President Dalley said: "The taste of the perfumery consuming public appears to be for coarser and ranker odors. The day when delicacy of odor and richness (not strength) were demanded appears to have gone and the cry is for something strong, rank and lasting.

"Once an odor lasting for twenty-four hours on a handkerchief was deemed satisfactory. Now, unless the odor will last a week, it is thought weak and ephemeral."

President Dalley may have deplored the taste of the day but his distaste had no effect whatsoever in lessening the demand for heady, exotic perfumes. More and more women were casting off the yoke

which had bound them to moderation in make-up for so long and by 1915 it was no longer a stigma attached only to "fast" women. The entire feminine world had become cosmetic conscious and were directly responsible for the greatest boom the industry has ever known.

About that time lipsticks began to be sold in cartridge containers, taking the place of the tinted papers and the bulky pots and jars which could not be carried in a handbag. The Scovill Manufacturing Company of Waterbury, Connecticut is supposed to have made the first of these containers for an American company on an order from Mr. Maurice Levy in October 1915. Unlike our present cases, these were simple oval-shaped tubes about two inches long in a plain dip nickle finish with a slide lever on the side to eject the paste as it dwindled through use. At the same time Mr. Levy placed an order for eyebrow pencil holders, which were round, smaller in circumference and slightly longer than the lipstick containers.

Although it was unthought of to make up in public until after World War I, by 1910 a lady's handbag contained powder boxes of gold or silver filled with the first compact powders in white, flesh and rachel. The latter shade was named after a notorious English woman who made a dishonest fortune by perpetrating fraudulent beauty treatments on silly women with no more beauty apparently than brains. She unhesitatingly guaranteed to create, restore and retain beauty in all the seemingly hopeless cases among her clients, and one of her famous treatments, "Beauty Forever," could be enjoyed by a select clientele for a mere $5,000. Over fifty women were known to have been duped into parting with $1,000 each. However, as she grew rich she became less cautious in her selection of clients and served three years in jail on a conviction of obtaining money under false pretenses. This inconvenience seemed only to sharpen her conviction that there was a new crop of suckers to be mulcted, and on her release she immediately

set out to explore fresher fields. Once again her lust for money proved her undoing and she died in jail in 1880 at the age of seventy-four but not without leaving her name to posterity associated with a shade of powder, rouge and lipstick.

Rouge, also in compact form, was carried in the handbag with perhaps a lipstick, eyebrow pencil and a small flask of scent which could be surreptitiously applied in the "ladies' lounge" whenever it was necessary to freshen one's make-up. When, a little later, manufacturers hit upon the convenience of carrying all these articles compactly, the vanity case made its appearance.

The period immediately after World War I saw the rise of the flapper and the gilded youth of the 20's. The returning soldiers, disillusioned and war weary, demanded gaiety and excitement to forget and the flapper became his constant companion in a flagrant orgy in kicking over the post-Victorian traces. This transition from gracious, easy living to a breakneck pace of continuous seeking for new

and forbidden pleasures was sudden and violent. Young ladies in their teens emerged from shy, decorous schoolgirls overnight and became the "flaming youth" of the post-war era and their childish eagerness to attain sophistication was abetted by the flamboyant use of make-up. To take care of this growing demand for beautification beauty shops sprang up all over the country. Large department stores in the cities installed salons, usually under the supervision of Paris and London specialists, where all sorts of new and unheard of treatments were given; and in the small towns, women with an eye toward opportunity, opened beauty shops or converted some part of their homes for this purpose.

American women have always been in the vanguard of novices willing to try any sort of innovation which might help them to become more ravishing and beauty operators had little difficulty in inducing them to accept whatever new treatment they recommended. A variety of facial packs

make their appearance and women were willing to submit for hours, their faces drawn under a layer of ordinary mud, scented to enhance its sales appeal, while an attendant plucked, rubbed, patted, pounded and waved them into a semblance of loveliness. For the war had created a new generation of profiteers and their wives and daughters were frantically dispersing this ill-gotten wealth on the altar of artificial beauty.

The obsession with the attainment of glamour had become so hectic among American women that they would risk any novelty suggested by the so-called specialists if its guarantee of beauty was extravagant enough. In spite of the obviously impossible claims made by some manufacturers for their dubious products, women's credulity outweighed their intelligence, and in a number of disastrous instances, when they did not actually die as a result of using poisonous preparations, women suffered severe injuries of the skin and permanent disfigurement. A glowing tribute

should be paid those proprietors of beauty establishments who held the welfare of their clientele above personal gain and took the precaution to have all new products scrupulously tested before dispensing them.

However, on June 25, 1938 the Pure Food, Drug and Cosmetic Act came into effect forcing manufacturers using certain active ingredients to list them on their labels. It also prohibited all exaggerated claims for the product as well as certain phrases which might mislead the public. Any infraction of this purity law made manufacturers liable to heavy fines or imprisonment and in the case of hair dyes and some other cosmetics a Federal ordinance required a patch test to be made on the individual twenty-four hours prior to its application to discover any allergy the client might have to the preparation.

During the second and third decades of the twentieth century the industry saw a number of changes in the forms of cosmetics as well as the

appearance of a number of novelties. Loose powder in special cases took precedence over cake and liquid powders until the return to the cake vogue preferred by Hollywood manufacturers and adopted by the younger women today.

Eye shadow, which had formerly been black only gave place to the more popular blue and green shades, and *nail lacquer,* which was also painted on the toenails supplanted the old tinted powder which had to be buffed on to give the fingernails an attractive sheen. *Lip rouge* was either applied directly with a lipstick or modelled on from small jars with the fingertip, and scented *hair lacquer* came into fashion again to keep permanent waves set.

Literally there was no method of perfuming the body that was not either revived or invented. The principle of the old Roman and Egyptian baths was again made possible in a simplified form by adding scented *salts, powders* and *oils* to the tub. Fragrant *cooling lotions* gave relief to tired skins

in warm weather or after strenuous exercise, and the masseuse topped off her treatment with a *friction lotion* perfumed to the client's taste. *Solid perfumes* in tiny boxes as well as diminutive atomizers became popular and were carried in the handbag. These containers ranged from exquisitely jeweled cases of precious metals designed by exclusive jewelers to plain inexpensive dye cast boxes. Except that they were usually smaller, they were reminiscent of the patch boxes of the eighteenth century. Aromatic *astringents* to tighten flaccid flesh and *deodorants* in solid and liquid form became indispensable requisites of every toilet. There was also a short vogue for beaded eyelashes and eyebrows were universally plucked into a delicate arch and accentuated with a dark pencil. Rouge was no longer simply red but ranged in hue from a faint pink to deep fuchsia, while perfumes and toilet waters could be had in any known flower fragrance as well as new synthetic odors, the products of the mixers' art. Toilet tables contained as

many creams as the makers could think up labels for. Whether they fulfilled their promise did not much matter for while there was life there seemed inevitably to be hope, and creams were considered the supreme aid for renewing and preserving a lovely texture and a glowing radiant skin. The all-purpose cold cream of yesterday became a diversified cure-all for every conceivable requirement made upon it by the complexion and in its slightly altered forms it became *foundation cream, cleansing cream, vanishing cream, nourishing cream, hormone cream, astringent cream, lanolin cream* and *marrow cream.*

Depilatories, some of which promised permanent eradication of hair, enjoyed a short-lived popularity until women found to their annoyance that it did nothing of the kind. Whereupon small razors shaped to fit the arm pit were offered as a surer, if temporary method, for removing unsightly hair. The early paste removers had an unpleasant odor which has since been successfully overcome in

those now offered for sale. Among others still available are the wax preparations which tear the hair out by the roots, and friction depilatories are used to rub excess hair off arms and legs.

During the war years when silk stockings were practically unobtainable leg make-up solved the problem by disguising bare legs under a coating of paste in fashionable shades of tan. The idea for this was not new, being based in part on the old grease paint formula, but it did add another item to the cosmeticians' list and brought a new source of revenue into the industry.

Various preparations were invented to straighten kinky hair but these were generally distributed among the negro population.

Previous to 1938 men had continued to refrain from using any toilet preparation in which scent was discernable. The use of perfumes in any form was still considered effeminate and the advertisements of manufacturers catering to men's requirements emphasized the neutral aspects of their

products on the olefactory sense. Although none of these items were entirely free from a scenting process, it was so delicate in most cases, that it could not be detected. However, this neutral phase was soon to give way to an aesthetic rebirth in men's toiletries and men once more were to become aroma conscious.

World War II and the increase in wages was a great factor in giving impetus to this metamorphosis of taste among men. Not only had the heavy scents used by women accustomed their noses to perfumery but with the extension of buying power, as soon as their basic needs were taken care of, men sought new outlets to satisfy a latent craving for luxury. This found its gratification in an indulgence in toilet articles and statistics show that the demand on manufacturers for masculine accessories is steadily mounting. As late as 1935 only a few companies supplied toilet articles for men and these consisted principally of shaving needs and hair oils. Now, according to current figures, there

are over 200 manufacturers who distribute a man's line of toiletries and at least 100 who cater to men alone. The number in each case is growing. Today, in addition to soaps, shaving creams, talcum powders, hair dressings, etc., which are all generally scented, a man's fancy may be satisfied with toilet waters, after shave creams and lotions, shaving soaps in sticks, bowls and tubes, sachets for his linen, personal deodorants and other perfumed accessories. There is no indication that the saturation point has been reached and who knows but we may live to see men approaching the extremes of the eighteenth century.

Vogues in beauty come and go and then crop up again in the never-ceasing search for something new. Old methods have been refined and perfected, and one example that comes to mind is the permanent wave which was originally an electrical heat process. Today it is done with cold chemicals which safeguard against burning the hair through carelessness and permitting it to be curled close

to the head. It also takes a great deal less time than the old process.

In place of the colored powders used by our ancestors, women now employ dyes and bleaches to obtain any shade of hair they may desire, and among those with gray hair, a recent vogue for rinsing it in mauve or blue solutions has found favor because it supposedly softens the lines of the face.

If there is nothing new under the sun, there still seems to be no end to the variations cosmeticians can achieve to intrigue the tastes of women, and it is impossible to prophesy how far the worship of beauty may go and what new revolutionary discovery may make its appearance tomorrow.

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STATISTICS SHOWING THE GROWTH OF THE COSMETIC INDUSTRY ACCORDING TO THE REPORTS OF THE UNITED STATES CENSUS BUREAU

	Number of Establishments	Cost of Material	Value of Production
1849	39	$164.	$355.
1859	33	460.	1,222.
1869	64	892.	2,030.
1879	67	1,201.	2,203.
1889	157	2,128.	4,630.
1899	262	3,135.	7,088.
1909	429	5,634.	14,212.
1914	492	7,465.	16,899.
1919	569	26,147,026.	59,613,391.
1923	465	37,635,988.	100,241,486.
1927	705	52,765,346.	161,245,659.
1929	815	58,298,879.	193,440.550.
1931	658	44,184,334.	153,818,139.
1933	490	33,174,743.	97,048,992.
1935	558	44,758,827.	119,529,172.
1937	478	53,905,342.	132,336,481.
1939	539	58,509,926.	147,465,585.

SOME FURTHER STATISTICS

In 1934 there were 41,000 beauty shops and 80,000 barber shops in the United States doing a business of more than $250,000,000.

PERFUME, COSMETIC & TOILET PREPARATIONS SALES AT RETAIL AS ESTIMATED BY THE TOILET GOODS ASSOCIATION

(Figures do not include toilet soaps)

YEAR	Sales in Millions of Dollars	YEAR	Sales in Millions of Dollars
1914	39.8	1930	336.2
1915	45.0	1931	297.1
1916	71.5	1932	288.4
1917	95.4	1933	300.3
1918	103.7	1934	318.0
1919	116.5	1935	316.8
1920	129.5	1936	325.7
1921	126.0	1937	352.0
1922	147.3	1938	366.1
1923	194.6	1939	387.6
1924	220.3	1940	400.0
1925	256.4	1941	419.6
1926	300.2	1942	439.6
1927	329.7	1943	461.0
1928	355.2	1944	546.3
1929	378.4	1945	659.9
		1946	699.6

According to "Beauty Fashions" in 1945:

$44,000,000 was spent on perfumes alone.

25,000,000 was spent on shampoos.

25,000,000 was spent on hand lotions.

Independent Retailers Sales—1945. Taken from 17,177 stores except department stores.

6% increase in September 1945 over September 1944.

5% increase in September 1945 over August 1945.

6% increase for the first three-quarter period in 1945 over the same period in 1944.

Independent Retailers Sales—1945. Taken from 569 department stores.

3% increase in September 1945 over September 1944.

10% increase in September 1945 over August 1945.

11% plus increase for the first three-quarter period in 1945 over the same period in 1944.