
Editorial

American Soaps and Toiletries

TASTES and predilections for different varieties of perfumes and cosmetic materials of all sorts have been definitely shown to be attributes peculiar to the different nations and races of the world. The South Sea Island maid is partial to a pomade of coconut oil scented with the hibiscus flower, whereas the dainty Parisienne demands the double distilled essence of rose or violet, or an exotic blend of Oriental spice.

America, then might be expected, as an English-speaking nation, to favor the same varieties of these articles as are sold in greatest volume in Great Britain, but, although the British type of goods does enjoy considerable vogue in this country, the best-sellers here are still imported from France, or prepared here of French materials, following French styles. The major reasons for this are self-evident. France was the first to invade the American markets for fine soaps, perfumes and cosmetics, before the industry had developed to any extent in this country, so that the foundation taste was established along French lines. In addition, America, although English-speaking, is admittedly cosmopolitan, inclining strongly toward that keen demand for beauty and perfection which is so characteristic of the French. We in this country have been taught for years that French perfumes, soaps and toilet goods best fill that demand.

But this very cosmopolitanism will perhaps lead to the creation of a typically American type of product in these lines. The trend of recent years, with their restriction of immigra-

tion and advances in education, has been toward the welding of our youthful elements into a homogeneous, and entirely new, American type. Independent, alert, athletic, leading largely an outdoor life, American youth is asserting its own right to choose its toiletries and is registering more or less incompatibility with the established French types. Nor can we feel that the English style of product is likely to step into the breach, because although English-speaking, these American youth are still cosmopolites.

At least one prominent American soap manufacturer has already recognized the trend, and is preparing to make capital of it in his advertising and in styling and formulating products.

The Mayonnaise Standard

SOME years ago the Food and Drug Administration of the Department of Agriculture established a standard for commercial mayonnaise which specified a minimum content of twenty-eight per cent egg yolk and fifty per cent refined vegetable oil. Recent experiments conducted by the administration have established the fact that a satisfactory semi-solid emulsion of the mayonnaise type can be produced with a lower content of egg yolk, the oil content being maintained at the fifty per cent minimum.

While the specification of the standard has not been changed, recent conferences between the administration and representatives of the Mayonnaise Manufacturers' Association have paved the way for cooperative research looking toward a more exact delineation of standards. The value to an industry of a well organized trade association is here again demonstrated.

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