Her fragrant tresses breathed out heavenward divinest odours..." — that, according to Virgil, is how Venus made use of her scents.

When the nymph Oenone fell in love with the shepherd Paris, she permitted him to be present at Venus' toilet; Paris revealed the secrets he witnessed there to the beautiful Helen who, back in her own country, could not resist imparting them to her compatriots. And so it was that...

I would propose this version of the origin of perfumes to Marcel Vertès, to whom Schiaparelli owes the exceptional success of a recent publicity campaign.

Vertès, who once gave us so many illustrated books that were masterpieces of science, intelligence and lightness of touch, has now succeeded in another task. In the pages of magazines that reach us from America he has set down in subtle and delicate water-colours everything that the fragrance of scents evokes in him.

Though they are in marvellous harmony with his own artistic temperament, yet I should like to think that Vertès developed a passion for perfumes before giving us these translations of them into the forms of art.

It is not only that we meet once more his originality and his enthusiasm; an inborn sense of colour has joined here with a fine olfactory sense and, both aided by unfailing taste and almost unlimited technical ability, seem to have enabled him to capture in a few light and charming fantasies just those qualities of a scent that normally escape description.

The few advertisements reproduced here will serve as an example. I would commend a study of them to all who are engaged on advertising scents. Models of elegance and distinction, of seduction and charm, they have won a success which has well repaid Schiaparelli's daring venture and which gives us a foretaste of the day when banality and timidity in publicity will no longer be a guarantee of success.

Die köstlichen Parfüme, die ihren göttlichen Hasen entströmen, scheinen dem Himmel heimzukehren" — also verwendete, laut Vergil, Venus Essenen.

Als sich die Nymphen Oinone in den Hirtischen Paris verliebte, gestattete sie ihm, der Toilette der Venus zuschauen. Paris erzählte die Geheimnisse, die er dabei erspähte, der schönen Helena, die es sich nach ihrer Rückkehr in ihr Land nicht versagen konnte, sie ihren Landsleuten mitzuteilen. Und so geschah es...