



36TH ANNUAL IPBA CONVENTION APRIL 25 – 28, 2024 NEWPORT HARBOR ISLAND RESORT

Guestroom Reservations. The special room rate of \$155 /night is available from Friday, April 19 until Tuesday, April 30. Make your reservations early. Hotel Phone: 401-849-2600 (follow the prompts to room reservations).
Block Code: 240422INTE

<https://www.newportharborisland.com/#/booking/step-1?group=240422INTE>

Full day Tuesday and Wednesday tours of the **Gilded Age Mansions.** The large ‘cottages’ of Newport were built between 1850 and the early 1900s, by New York’s wealthiest for their 6-week summer vacation. Experience the opulence of their living, entertaining and sleeping rooms. Even the kitchens are impressive! The Tuesday mansions will be different from the Wednesday mansions.



Full day Wednesday tour of **The New Bedford Museum of Glass.** The “Art Glass Headquarters of the Country.” In the early 1900s, glass companies working in the New Bedford area included Mt. Washington Glass Company, New Bedford Glass Company, Smith Brothers, Pairpoint Manufacturing, Gunderson-Pairpoint Glass Works.

Half day tour of the **Providence Jewelry Museum.** From 1794-2013, Providence was the “Jewelry Capital of the World.” In 1986, there were 900 jewelry firms in Providence, producing 80% of American-made costume jewelry. The museum holds a vast collection of historical artifacts, tools, dyes, samples, manuscripts, and magazines.



<https://www.pbs.org/video/all-glitters-vzqx5h/>

Airport Car Service

MyDrivers’Seat service is providing exceptional rates for car and van service from the Providence and Boston airports.

The Board has first-hand experience of their reliable service during our Fall Board Meeting when Uber was not accepting advance bookings. MyDrivers’Seat answered our phone call early Sunday morning and was promptly waiting for us to exit the hotel at the specified time. Don’t wait until the day of your arrival/ departure to find transportation. Contact the company for further information.

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“Newport’s most reliable luxury car service 24/7 with advance notice.” (Discover Newport)



First Time Attendees

Orientation. If this is your first time at an IPBA convention, the Orientation Meeting is an important initial step in meeting members and understanding the convention. For further information

on being a First Time Attendee, or to be a Mentor, contact Marilyn Schnormeier, marnimis@aol.com.

Perennial favorite -- Treasures Found

This event has your perfume bottles and vanity items taking center stage. Need to know what it is? Who made it? The date ranges? Find this and more from the panel of experts as they unlock the secrets. Members of the audience may join in with their knowledge. Facilitated by Susan Arthur, Jeffrey Sanfilippo and Afonso Oliveira. The Panel of experts include: Richard Bell, Marsha Crafts, Helen Farnsworth, Joyce Geeser, Shari Hopper, Judy Parker and Gayle Syers. This event is one of the highlights of our convention. Contact Susan, susanrathur@verizon.net for information on submitting photos and information.



Collecting Perfume Bottles, Compacts, Purses, Ephemera, and Other Related Vanity Items 101. Geared toward a newer collector, but any collector would gain greater knowledge about these wonderful perfume bottles and vanity items. Learn about the various categories of The IPBA collecting world and see entry level to high end photos in each category. As our members' interests have expanded, so have the categories we use.

Plenty of ways to add to your collections!

Showroom. The Board and Show Chair Andra Behrendt are actively reaching out to antique dealers specializing in quality perfume bottles and vanity items. Should your home have boxes and boxes of these beauties that need to find new homes, consider being an exhibitor and sharing a case with a friend. ALL dealers accept cash. Many accept credit cards.

Auction. Ken and Armando are bringing the Perfume Bottles Auction to the Newport Harbor Island Resort. On Friday afternoon there will be a viewing and examination of all lots. The auction begins at 5:00 pm EST.

Collector's Market. This is the event for you if have items that need to go to a good home to be cherished. This is also the event for you if you are looking to find items missing from your collection. The Collector's Market surprises by showing us interesting items which entice us to add a NEW category to our collections.

Presentations A-Plenty.

Art Nouveau. Afonso Oliveira will be discussing the elongated lines and shapes; the undulating and asymmetrical features inspired by nature which define the period.

Wonders of the Website. Webmaster, Virginia Merrill, will give a demonstration of the IPBA website to learn about the treasure trove of information it holds. Plus, how to navigate and search for your favorite items in the Virtual Museum.

Moving into Our Future. Phyllis Dohanian and Sally Berger. This presentation is designed to encourage and interest our members in volunteering for any of the myriad positions that are available within the IPBA. The IPBA volunteers are absolutely essential to moving the Association forward, and they are greatly appreciated!

Collector's Sessions.

Vanity Table Topics has been renamed. These are casual interactive sessions that offer interesting topics on all categories of perfume bottles and vanity items. We encourage the Specialty Collector's Groups to use this time to get together for in-depth discussions of their specialty.



*Silver Hallmarks - Finding, Researching, and Care/Cleaning Tips, facilitated by Joyce Geeser and Susan Arthur.

*Guerlain by Jin Liu.

*Opera Bottles by Mary May Robertson.

*Dance Cards by Federico Santi.

*The Compacts of Société Montral, Paris, facilitated by Howard W. Melton and Anne de Thoisy-Dallem.



Raffle

"On behalf of the IPBA Board, we are all excited about the Newport 2024 Convention! I would appreciate any raffle donations you may have. Please contact me with your donation description(s) and I will confirm where to send them." Dawn Fleming, Vice President, vicepresident@perfumbottles.org



Anne de Thoisy-Dallem
Keynote Speaker

Anne's early collections were centered around fashion accessories (gloves, hats, fans, umbrellas, small bags, and dance cards). About 15 years ago, she began collecting compacts and powder boxes. Next came perfume bottles, catalogs, and advertisements relating to these objects. Today, her collection reaches about 3,500 pieces and is still growing. She collects every week, and as often as possible, every day!

Not only is Anne a collector, but she is also an historian, researcher, author, and exhibits her collection in museums. Anne studied Art History in Paris at the École du Louvre, the Sorbonne and the National Heritage Institute for training conservators and restorers. For 20 years, she worked as a curator in different museums in France.

Noticing a lack of publications in French, she began to "study the shapes of cases and bottles, compare the styles and contribute to the general knowledge of these objects by collecting, inventorying, studying and publishing them." The Century of Powder Compacts (1880-1980). Beauty powder and its boxes from the Anne de Thoisy-Dallem Collection is the catalog from the 2021-2022 exhibit at the International Museum of Perfumery in Grasse.

The International Perfume Bottle Association is both honored and thrilled to welcome Anne to our Newport Convention.





Parfum de Mon Château d'Azur.

By Barbara W. Miller

Are we going to the mansions? This is the most frequently asked question members have when learning that the 2024 IPBA convention will be in Newport, Rhode Island. Not only are we offering tours of the mansions, but this year's pin is a mansion! It's the Parfum de Mon Château d'Azur perfume bottle by Tokalon. Château d'Azur is a 20th century French mansion along the French Riviera.

The similarities between Newport and Nice are uncanny. Both have been summer retreats for the top echelon of society for centuries. The mansions and chateaux are situated on large, beautifully landscaped properties with stunning water views. In the 20th century, as now, the areas have been dominated by nobility, wealthy bankers, industrial magnates, movie stars, entertainment moguls and bestselling authors. In the case of Nice in the 1920s, several beauty industry titans had property in the area. For Newport, Caswell-Massey was founded here in 1752 by Dr. William Hunter.

Our pin pays homage to E. Virgil Neal, the founder of Tokalon, and to his Parisian getaway, Château d'Azur. The unique presentation is so much more than a bottle and box. Ken Leach puts this presentation in the "tableaux bottle" category, for it is a "triumph of integrated packaging in which the name of the perfume, the bottle and the box were combined in theatrical ways that would have left even that master showman Florenz Ziegfeld in awe."¹

The crystal perfume bottle is in the shape of the actual chateau with a gold tone roof. Underneath this roof is a rectangular stopper. A good description of the juice has not been found. But what has been found is the colorful history of Tokalon and its founder.

E. Virgil Neal was an American entrepreneur, a fraudster/charlatan/chameleon, and an advertising genius who was born in Missouri in 1868. As a young man he set about traveling the country as the hypnotist Xenophon LaMotte Sage. His first wife, Mollie, accompanied him as Helen Olga Sage. After allegations of mail fraud associated with several businesses, Neal discovered the lucrative cosmetics field in 1907. Cosmetics and the beauty industry were in their infancy and Neal took full advantage of this. His Syracuse, NY based To-Kalon Mfg. Co. initially focused on creams, powders, rouge, shampoos, and soaps.

In 1914, the hyphen was dropped, and the company became Tokalon. Throughout the ensuing decades, the company had offices, holding companies and manufacturing centers throughout the world. In the 1920s, Neal moved to the beauty capital of the world, Paris, and built a home in Nice.





This presentation, like the founder of the company, has many names connected with it. Socit Civile Immobiliere Franco-Anglo-Americane is associated with this presentation as the perfume company and/or manufacturer. The Socit Civile Immobiliere was a holding company, fully owned by E. Virgil Neal and Tokalon.³

Parfum de Mon Château d'Azur celebrates Neal's success in the beauty world and among his peers. By building a retreat in the hills of Nice, his neighbors were fellow cosmetics and perfume barons (François Coty, the Chiris family of Grasse and Richard Hudnut), movie stars, entertainment moguls, bestselling authors, nobility, industrial magnates and bankers.⁴

Construction on the château began in 1924, with ongoing work lasting until 1932. Neal, his third wife Rene, and his son Xen moved into the 35-room château in 1926. The extensive grounds held a variety of recreational areas, including a large lake with an island at its center, a mountain brook with mountain trout, tennis court and croquet field. Several orchards, vegetable gardens and a working farm were also on the 25-acre site.

Although Nice was not far from the offices of Tokalon in Paris, Neal was a hands-on manager, always producing, developing and creating. The château became the de facto headquarters of Tokalon, with one of the outbuildings dedicated to the research, development and manufacture of several Tokalon products, plus the creation of publicity brochures.

Château d'Azur is a replica of the 16th century Château d'Azay-le-Rideau in the Loire Valley, some 45 miles SW of Tours. This stunning and serene Renaissance building seems to float in the middle of the Indre River, with the château reflected as a perfect mirror image on the water on calm days.

Built upon the burnt ruins of a 12th century feudal fortress, it has been enlarged throughout the centuries to its current L-shape with conical turrets and a steep slate roof with dormer windows. Originally created for Marquis de Beincourt in the 19th century, the formal English garden is still lavishly landscaped.

With the death of E. Virgil Neal in 1949, the Tokalon company changed hands several times over the years before being purchased by its current owner, Cooper Cosmetics SA, Geneva, Switzerland.

Although perfume was only a minor part of the business when Neal was starting out, he was determined to change this by changing the ordinary cut glass bottles to crystal bottles designed by Ren Lalique and Julien Viard. Depinox et Fils also supplied perfume bottles. Neal then hired the nose Jose A. Correa from 1912-1918. Dr. Anthony T. Frascati, an Italian, was the nose from 1922-1925. After leaving Tokalon and working for several other companies, Frascati was in New York as head of Firmenich's perfume laboratory.

Utilizing his advertising genius, Neal told the "proprietor of each store selling the Perfume and Powder of Mon Château ...to select the most distinguished of its clients and transmit to them an invitation to take tea at the Château d'Azur and to visit its park and gardens when in Nice."²

The following link presents an amazing 3D model of the entire tableaux presentation in all its splendor for Parfum de Mon Château d'Azur.

<https://sketchfab.com/3d-models/parfum-de-mon-chateau-bottle-060121b643614c58822400c046f1b4c8>

1 Ken Leach, [nytimes.com/19979/07/20/arts/they-held-the-scent-of-glamour.html](https://www.nytimes.com/19979/07/20/arts/they-held-the-scent-of-glamour.html)

www.nytimes.com/19979/07/20/arts/they-held-the-scent-of-glamour.html

2 The Cosmetics Baron You've Never Heard OF: E. Virgil Neal and Tokalon. Mary Schaeffer Conroy. Altus History LLC, Englewood, CO 80113. Third Edition 2014. 217

3 Conroy, The Cosmetics Baron You've Never Heard OF: E. Virgil Neal and Tokalon, 216

4 Conroy, 212

5 E. Virgil Neal photo. E. Virgil Neal - Wikipedia



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36th ANNUAL CONVENTION

25 - 28 APRIL 2024

1 Goat Island, Newport, Rhode Island, USA