

Le Petit Journal

ADMINISTRATION
11, rue Lafayette, 11
Le numéro se vend par mois

5 CENTS
75^{me} Année

SUPPLEMENT ILLUSTRÉ

5 CENTS

ABONNEMENTS

100 d'abonnement en France

100 d'abonnement en France

100 d'abonnement en France

— 4 —
N^o 1319
DIMANCHE 14 JUIN 1914

100 d'abonnement en France
100 d'abonnement en France
100 d'abonnement en France



Le Petit Journal, Paris Sunday June 14, 1914

Cynical wine lovers would tell you that champagne is nothing more than mediocre wine produced and sold with imagination. And since the French are masters at giving everything French a touch of glamour, there we have a mediocre wine with bubbles and sparkles sold as a luxury symbol of seduction and celebration.

The clever brain behind Champagne, so they say, was Dom Pierre Pérignon, a Benedictine monk, alchemist and winemaker at the abbey of Saint-Pierre d'Hautvillers in the Champagne region.

Legend says that wine producers and merchants of the region asked the monk to look for ideas that would help them sell the wine of Champagne, a wine nobody seemed to be very en-

thusiastic about. He did and came up with a brilliant idea. The second fermentation inside the bottle gave the yellowish wine a golden touch that caught the imagination of wine drinkers. Voilà! The Midas touch that transformed the soil of Champagne into one of the most valuable pieces of land in Europe. Legend? History? Marketing invention? The fact is that now most people in Champagne consider Dom Pérignon a kind of spiritual father of the region, whether or not he is more legend than history.

He died at 77, in 1715, just one year after the supposed discovery of his little "child", a discovery that this French newspaper celebrated 200 years later, just a few weeks before the start of the First World War. A lot of time would pass before human-kind had something to celebrate.