

FURTHER TO BIRTH CONTROL

Recent opinions expressed
by the eminent Publicist,
Mr. HAROLD COX:—

"At last we have reached the point where Birth Control is recognised by the highest authorities in the land as necessary both for individual welfare and national progress. This plain issue cannot be avoided by any vague talk about improving the conditions of life for the poor. Under no conceivable scheme is it possible within any reasonable number of years to provide for the masses of the population sufficiently spacious accommodation and a sufficiently luxurious margin of living to justify the unrestricted production of children. Voluntary societies have been established, and with the aid of lady doctors are engaged in teaching married women of the poorer classes the best methods of birth control.

"The human value of this work can be best appreciated by reading some of the letters of thanks subsequently received from women who by the knowledge they have acquired have been saved from an ever over-hanging terror.

"Those who help in the work have the further satisfaction of knowing that they are also helping their own country. Our little England is vastly overcrowded. Comparing acreage and numbers our population is doubly as dense as that of Germany, and four times as dense as that of France.

"Nor can we look to emigration as a remedy. While our home population is still rapidly growing by excess of births over deaths, emigration is declining, and for a very good reason that the classes who are multiplying most rapidly in England are just those who are least wanted in the Dominions.

"From the national, as well as the human point of view, the extension of conscious birth control is the most important of all social reforms."

Kindly refer to
PRICE LIST enclosed.

This
Question of
Birth Control
(or more correctly
Conception Control)
is a
**SERIOUS
MATTER**

PLEASE
READ
ON

10/-

EACH CABINET

FOR 10/- CASH WITH ORDER
We will send you any one of the Following
CABINETS OF RUBBER GOODS

Cabinet No. 1

				Value when sold.		Cost at list prices.	
				s.	d.	s.	d.
1 doz.	"MAXIMA"	If retailed at	4d. each	...	4 0	1	9 ¹ / ₂
1 doz.	"GAINSBORO"	"	6d. "	...	6 0	2	11 ¹ / ₂
1 doz.	"EMPIRE"	"	9d. "	...	9 0	3	7 ¹ / ₂
1 doz.	"CAVALIER"	"	1/- "	...	6 0	2	2
1 doz.	"FAIRY"	"	1/3 "	...	3 9	1	6
1 doz.	"teat end"	"	1/6 "	...	4 6	1	9
				33 3		13 9 ¹/₂	

Cabinet No. 2

				Value when sold.		Cost at list prices.	
				s.	d.	s.	d.
2 doz.	"MAXIMA"	If retailed at	4d. each	...	8 0	3	7
1 doz.	"GAINSBORO"	"	6d. "	...	6 0	2	11 ¹ / ₂
1 doz.	"EMPIRE"	"	9d. "	...	9 0	3	7 ¹ / ₂
1 doz.	"CAVALIER"	"	1/- "	...	12 0	4	4
				35 0		14 6	

Cabinet No. 3

				Value when sold.		Cost at list prices.	
				s.	d.	s.	d.
2 doz.	"EMPIRE"	If retailed at	9d. each	...	18 0	7	3
1 doz.	"CAVALIER"	"	1/- "	...	12 0	4	4
1 doz.	"FAIRY"	"	1/3 "	...	3 9	1	6
1 doz.	"teat end"	"	1/6 "	...	4 6	1	9
				38 3		14 10	

The above cabinets are strongly made, with partitions for each brand, and the retail price clearly displayed above each kind.

5/-

EACH ASSORTMENT

FOR 5/- CASH WITH ORDER
We will send you any one of the following
CABINETS OF RUBBER GOODS

Rubber Goods

assortment

A

1 doz.	"EMPIRE"	List Price per gross.	s.	d.
	plain	42/-	3	6
1 doz.	"EMPIRE"			
	teat end	45/-	3	9
Goods to the value of			7	3

Rubber Goods

assortment

D

2 doz.	"MAXIMA"	List Price per gross.	s.	d.
	plain	20/-	3	4
2 doz.	"MAXIMA"			
	teat end	23/-	3	10
Goods to the value of			7	2

Rubber Goods

assortment

C

1 doz.	"GIANT"	List Price per gross.	s.	d.
	double-dipped, plain	40/-	3	4
1 doz.	"GIANT"			
	double-dipped, teat end	43/-	3	7
Goods to the value of			6	11

Rubber Goods

assortment

G

1 doz.	"FAIRY"	List Price per gross.	s.	d.
	plain	72/-	6	0
1 doz.	"FAIRY"			
	teat end	84/-	1	9
Goods to the value of			7	9

RUBBER WASHABLE SHEATHS

assortment

H

	List Price per doz.	s.	d.
1 "Saffron" Sheath ...	16/-	1	4
1 "Paragon" " ...	18/-	1	6
1 Flesh Colour " ...	22/-	1	10
1 "Fairy" Crystal White	30/-	2	6
Goods to the value of ...		7	2

Rubber Goods

assortment

M

	List Price per doz.	s.	d.
$\frac{3}{4}$ doz. "Security" plain ...	66/-	4	1 $\frac{1}{2}$
$\frac{1}{2}$ doz. "Security" teat end ...	72/-	3	0
Goods to the value of ...		7	1 $\frac{1}{2}$

Rubber Goods

assortment

L

	List Price per doz.	s.	d.
$\frac{1}{4}$ doz. Cases of 4 "Triumph" Cigarettes ...	18/-	4	6
$\frac{1}{4}$ doz. "Marvella" Cigars (2 in each) ...	7/6	1	11
Goods to the value of ...		6	5

Rubber Goods

Special Trial Assortment

N

	s.	d.
$\frac{1}{4}$ doz. each of eight leading brands, Maxima, Giant, Gainsboro', Neverrip, Empire, Cavalier, Horseshoe, Fairy - 2 doz in all (plain or teat end or mixed)		
Goods to the value of ...	7	3

All lines can be had all "teat end" if desired, at the same price.

OUR NEW AND UNIQUE OFFER

If none of the above offers appeal to you, we are prepared to allow you to select any of our Rubber Goods or Washable Sheaths to the list value of about 7/- (or not exceeding 7/6) as a 5/- cash parcel on the same terms as above.

This will allow you to sample any of the brands in our list which appeal to you.

As there are still a number in your trade who have not done business with us and who possibly do not know our reputation

for straight and liberal dealing, in order to establish confidence, we are making the following offer:—

FROM now until further notice, we will send any of the foregoing assortments ON TEN DAYS' APPROVAL WITHOUT PREPAYMENT.

Please fill in card enclosed and post same to us promptly.

You can have any one or more of these lots, or all if you like, either together or separately, but not more than one lot of each kind at this special reduced price.

Monthly accounts will be opened with regular buyers, but small and infrequent

transactions must be on our usual cash with order terms—not because we doubt your financial status in the least, but in order to save trouble and expense of booking a large number of small amounts. We pay all packing and postage as an equivalent of a cash discount.

General opinion on the subject of Birth Control has greatly changed during the last few years. Eminent men in all the learned professions have openly given it their support, and those who view it unfavourably are a rapidly decreasing minority. Should you happen to be one of the latter, and wish your name removed from our mailing list, kindly advise us, giving full name, address, and profession or occupation, and your wishes shall be carried out.

BURGE, WARREN & RIDGLEY, LTD.,

91 & 92, Great Saffron Hill, LONDON, E.C.1.

Telephone: HOLBORN 0050.

Telegrams: PESSARIES, SMITH, LONDON.

BIRTH CONTROL

The opinions of some prominent people.

IN THE HOUSE OF LORDS on April 28th, 1926, Lord Buckmaster moved the following resolution, which was carried :—

"That His Majesty's Government be requested to withdraw all instructions given to, or conditions imposed on Welfare Committees for the purpose of causing such Committees to withhold from married women in their district information when sought by such women as to the best means of limiting their families."

In the course of his speech he said :—"Fifty years ago this was a new question ; its advocacy was punished by penal law ; it startled and shocked people. But to-day the only question left was this :— 'Will you withhold from the poor the knowledge that is possessed and practised by the rich ?'

"Birth Control was exercised not because women were selfish and men were worthless and cared for nothing else but pleasure, but it was due to an increased respect for the sanctity of life, and prompted by the desire of parents to secure that their children should not be thrust out by the illimitable competition of the unrestricted number of their brothers and sisters, and by the hope that people would be able to make for their children an easier and better place than they themselves once enjoyed. People who talked of the nobility of the struggle with poverty knew nothing of that struggle, for it was the most degrading and demoralising struggle human beings had to wage."

Earl De la Warr said :—"The movement for Birth Control would go on, and it would be better for the country that it should be properly guided. Just as men in the industrial world were no longer content to be mere wage slaves, so women were no longer content to be mere machines for the production of unwanted children."

In the course of an extremely able article in "John o' London" of August 28th, 1926, Lord Riddell writes :—"Birth Control is usually treated as if it concerned only the welfare and comfort of the individual, whereas it is a matter of far-reaching and national importance.....Birth Control has come to stay."

The above pronouncements from people of eminence, and the great bulk of medical opinion expressed in the same direction, all tend to show that the supplying of the necessary contraceptives, which is already an important business, will become much more so in the near future.

It is a matter of the greatest importance that such articles should be of the highest and most dependable quality. Our brands are all proved to be such, by the test of time and experience.

Women's National Liberal Federation Meeting at Blackpool, May, 1927.

In a Resolution moved by Mrs. SPRING RICE (Walthamstow), seconded by LADY ACLAND, and carried by a large majority, it was stated that :—"Scientific Birth Control provides a means of increasing the efficiency of the nation."

Mrs. Spring Rice :—"The larger the family the larger was the proportion of deaths in child-birth."

Lady Acland :—"Mothers should have some choice in regard to the number of children they bear. Don't be shocked and push this question into a corner. Birth Control is the basis of social reform."

Cambridge Women's Welfare Association.

Mr. Arthur Cooke :—"The knowledge of sound methods of Birth Control was urgently needed. A hundred years hence it would be thought that civilisation had hardly begun before the days of Birth Control."

Report of Manchester, Salford and District Mothers' Clinic.

Work in Salford :—"The desire for family limitation is the outcome of a profound sense of parental responsibility for the well-being of existing children, because of inadequate housing and wages."

The Chief Constable of Salford gave a categorical denial to the statement that an increase in immorality had resulted from the work of the Clinic in regard to Birth Control.

A perfect race can only be obtained by a sensible and judicious Birth Control, and it should be the honourable and praiseworthy duty of our generation to stand up for and further this high ideal.

By Hofrat Prof. Dr. Liplawsky.

To Retailers

Dear Sirs,

At the back of this letter is an interesting article on Birth Control. It will convince you how strongly both medical and public opinion is growing in its favour. As one writer says :—

"Birth Control has come to stay."

That means that a large demand has sprung up, and is steadily increasing, for really reliable high quality contraceptives of various kinds. Possibly in the course of your business you may find opportunities of supplying such articles to your customers. In order that you may be able to judge what our goods are like, without any obligation to purchase, we have arranged to send out to any enquirers, specimen cabinets and parcels of our goods on ten days' approval. Details of this plan will be found within this Special Folder.

Reliability in these goods is the great desideratum, and our reputation of seventy years' standing is, we think, a guarantee that we send out nothing that is not of the finest quality obtainable. Once you secure a customer for one of our brands, repeat orders follow as a matter of course.

Should it happen that you are not favourably inclined towards this idea, we shall willingly remove your name from our Mailing List on receipt of a request from you to that effect; to ensure this being done correctly please give full name and address, with profession or occupation.

Yours faithfully,

BURGE, WARREN & RIDGLEY, LTD.

August, 1930.