

facts for chemists only

- 1 MIL-SAN is a product which chemists can sell with *complete confidence* that it will satisfy their most critical customers.
- 2 Every doctor in Great Britain has been visited by our special representatives, or been sent full details and medical reports by post, and after only three months we can tell from **unsolicited orders coming in from chemists and wholesalers** that hundreds are already prescribing MIL-SAN to their patients.
- 3 MIL-SAN is regularly advertised in "The Lancet," which paper accepted our advertisement only **after strict examination** and after referring the product to specialists for opinions.



Registered
Trade Mark.

MIL-SAN

... the

safe

contraceptive

Naamlooze Vennootschap Chemischs-Pharmaceutische
Fabriek "Menoline" (Menoline Drug Company).

- 4 The sale of a MIL-SAN outfit inevitably means Refill sales to that customer for many years, as women return for Refills to the shop where they bought their outfit.
- 5 Satisfied customers recommend MIL-SAN by word of mouth *and are invariably asked where they got it.* This brings new customers to the chemist who stocks MIL-SAN.
- 6 MIL-SAN does not deteriorate. It keeps in perfect condition indefinitely.
- 7 The demand for MIL-SAN is not seasonal. It sells all the year round.
- 8 MIL-SAN is attractively packed and protected by Cellophane so that stocks do not become dirty or shop-soiled.
- 9 Chemists who give out copies of our free Public Booklet, "Safe Contraception," find that sales result quickly as these booklets are eagerly read and passed on. Many chemists put their stamp on the cover before distributing.
- 10 MIL-SAN is now stocked by the leading chemists in London, and a rapidly-growing volume of orders from chemists in the provinces and big cities comes in quite unsolicited daily, proving that people

11 MIL-SAN is an article which must be *in stock*. In many cases there is a certain embarrassment in a woman asking for it, and the experience of all our chemist friends is that if a woman can be supplied without discussion and *at once* a permanent customer is made. If she has to be put off with the answer that it can be obtained for her she becomes embarrassed and walks out—and a customer is lost.

12 Each sale of a MIL-SAN 7/6 outfit shows a profit of 2/6; each 5/- Refill bottle a profit of 1/8. On the guinea lot—an outfit and three refill bottles—your profit is 7/-. If you pay cash with order your profits are larger still.

On request you can have, free :—

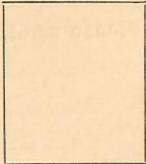
1. Copies of the Booklet for the Public.
2. Copies of the Medical Pamphlet for Doctors in your district.
3. Copies of the report by Dr. Hertha Riese for Doctors in your district.
4. Reprints of "The Lancet" advertisement for Doctors in your district.
5. A showcard in black and white, size 13" by 8".

Mil-San is the outcome of years of medical research and has proved to be of very real interest to doctors and the public. The chemists who are selling the largest quantities are those maintaining close contact with the medical profession and who, in their good discretion, distribute the Public Booklet to their customers.

The attached card is for your convenience.

MENOSINE LIMITED

May be obtained from your usual Wholesaler.
Advertisd in "Chemist and Druggist."



MENOSINE LIMITED

FIRST AVENUE HOUSE

HIGH HOLBORN

LONDON, W.C.1

....., 1933.

Please send, carriage paid :—

..... 7/6 Mil-San Outfits @ 5/- each. (If cash with order 4/10)

..... 5/- Refills .. @ 3/4 ,, (,, ,, ,, ,, 3/3)

..... £1 1s. Special Offer @ 14/- ,, (,, ,, ,, ,, 13/8)

..... Copies Medical Literature, free.

..... Copies Public Booklet, free.

..... Display Cards, free.

.....

.....

.....

.....