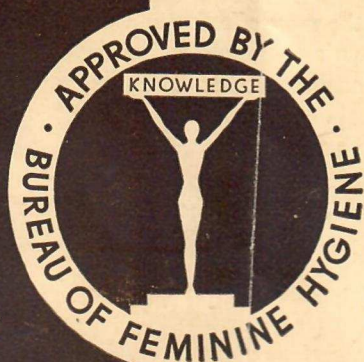




The Bureau of Feminine Hygiene, has repackaged its complete line. The blue and white carton—white box with blue decorations—forms a most dignified container. Each box bears the name of the product with brief description and the Bureau of Feminine Hygiene trade-mark in blue. The line at present consists of Gynex, Gynex dilating spray, Gynex spray bulb, Gyn-O-Sol, Gynettes and Viornetts.

FASTIDIOUS WOMEN





MODERN WOMEN NEED BE PERPLEXED NO LONGER

An age-old worry — a constant uneasiness — a helpless gamble with health . . . these are the heritage and ever present handicap of all women.

But the intelligent woman of today, if she gives as much thought and care to her most important problem as to her skin and hair, need be perplexed no longer.

Science has again come to her aid by developing the equipment, the code of practice, the understanding of feminine hygiene, that make it possible for every woman to achieve and maintain that flowerlike daintiness of person that is her birthright.

The equipment which is above all the most effective and dependable is the douche. Feminine Hygiene demands thorough douching as a daily necessity for a fastidious woman. It contributes to her daintiness, as it is the one sure preventive of offensive personal odors. An effective douche is absolutely essential to the toilette of every married woman. This has long been recognized as a truth, but until the present there has never been a thoroughly satisfactory douche. The Bureau of Feminine Hygiene developed the first 100% effective and dependable douche—the GYNEX Dilating Spray. This is described in the following pages.

Because the subject of feminine hygiene is a delicate one, women have been content to deal with it in their own way—guided only by their own judgment and hearsay. Yet many dangers beset their well-being and peace of mind. Leucorrhoea, Cervicitis, and other aggravating and perilous disorders to which womankind is susceptible, forever threaten them. Only by thorough, reliable knowledge, may they avoid these afflictions and attain real cleanliness and health.

This has been fully recognized by the establishment of reliable sources where women may acquire in all confidence and privacy, the appliances and preparations they so urgently need.

These are the agencies of the Bureau of Feminine Hygiene—where tactful, sensible frankness is the handmaiden of thorough scientific knowledge. Look for the Insignia of the Bureau of Feminine Hygiene.

The Bureau of Feminine Hygiene has gone into the subject of feminine hygienic appliances seriously and exhaustively.

Never has the Bureau been satisfied with anything but the highest possible degree of excellence in each product.

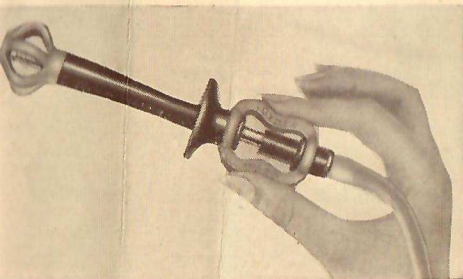
For this reason the Bureau has selected from the medical centres of the world the finest and most effective aids to feminine hygiene. Scores of articles have been tested and analyzed to find the one spray that surpassed all others—the douche antiseptic and other products for feminine hygiene which performed their functions with absolute dependability . . . and when the proper articles were not to be found, the Bureau of Feminine Hygiene sponsored their development.

It is the aim of the Bureau to sponsor and distribute only products which meet the specifications of the United States Government and State Food and Drug Laws. The emblem of the Bureau of Feminine Hygiene is protection against inferior, low priced concoctions, which often do real harm.

The Bureau of Feminine Hygiene makes available to women a reliable center to which they may turn for authentic information. The writings and lectures of the world's foremost specialists form the basis of the information disseminated by the Bureau's Medical Board.



THE GYNEX-DILATING SPRAY



THE
ONLY CORRECT
WAY

In a matter of such vital importance as internal cleanliness—the Bureau of Feminine Hygiene sought equipment that could be depended upon to do its work thoroughly and scientifically. The market was searched—but nowhere was there found a really satisfactory syringe.

The construction of the vagina is such that heretofore only the physician has had the means to cleanse it properly. Now, every woman may accomplish it in the privacy of her own home, because of the development of the GYNEX "Dilating" SPRAY. This spray, perfected after many years of experimentation and research, is sponsored by the Bureau of Feminine Hygiene, because of its correct principle of DILATION during IRRIGATION.

The GYNEX "Dilating" SPRAY is the acme of efficiency. Closed, it is small and easily inserted. A slight pressure on its soft rubber handle gently expands the tip and holds the body walls away from the water jets. This permits a flushing, rinsing flow of the douche solution which dislodges and washes away secretions or foreign matter from within the many tiny folds and crevices of the vaginal tract. Further—the expansion of the GYNEX "Dilating" SPRAY is limited to guard against undue dilation, and the absence of springs or other mechanical parts eliminates danger of injury. This spray may be completely sterilized, and its sturdy construction insures years of service.

Prominent physicians have enthusiastically approved the GYNEX "Dilating" SPRAY. This dilating feature is exclusive with the GYNEX SPRAY and is fully covered by patents.

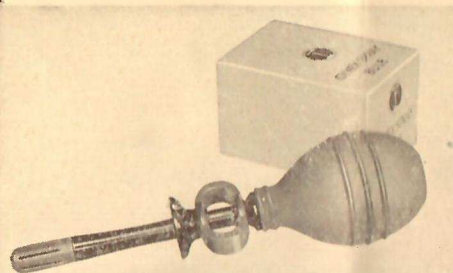
THE GYNEX DILATING SPRAY IS THE ONLY SPRAY ON THE MARKET THAT CAN PROMISE THOROUGH VAGINAL CLEANLINESS.

WHICH ? FOUNTAIN BAG OR BULB



No searching investigation was necessary to find the correct answer. The fountain bag is indisputably the most satisfactory equipment. Your own judgment will tell you that the bulb type of syringe cannot be efficient. Why? First—how much solution does the bulb hold? About a half-pint. Certainly this is insufficient. True, it may be re-filled, but this is inconvenient. Second—the entire contents of the bulb is seldom expelled in one squeeze. Each time the bulb is released suction is created, which draws some of the solution back into the bulb—the bulb and its contents are now unsanitary, because part of the solution is used again. Third—it is always possible that too much pressure may be exerted, forcing the solution into the vaginal tract with a violence that might be injurious to delicate membranes. Last—it is awkward—and difficult to use.

The GYNEX FOUNTAIN BAG is the correct accessory to vaginal douching and is recommended for use with the GYNEX SPRAY. It has a capacity of two quarts—eight times that of the bulb—enough to insure thorough cleansing. It is sanitary—there is no way for the solution to return to the container. The flow is *even* and not severe. Suspended about six feet from the floor the gentle force of gravity creates a continuous flow. The bag is convenient, easy to use, and requiring no exertion, permits the user to assume a natural position so essential to real cleansing.



NOTE: Bulb Syringes are sometimes prescribed by physicians for specific uses. Toward that need there is also provided a bulb which may be easily attached to the GYNEX DILATING SPRAY.

A SAFE, EFFECTIVE, PREPARATION FOR THE DOUCHE—**GYNEX TABLETS**

From the thousands of inquiries which pour into the Bureau of Feminine Hygiene—it is evident that great numbers of women are inflicting needless suffering upon themselves through the use of dangerous antiseptics.

Often upon the advice of un-enlightened neighbors and friends, women use solutions containing such destructive ingredients as carbolic acid, bichloride of mercury, and other violent chemical combinations. These women do not realize that the continued use of such poisons may produce a seared, irritated condition and eventually establish a permanent scar tissue.

But there is a reliable preparation for the douche. The Bureau of Feminine Hygiene has placed its Seal of Approval on **GYNEX TABLETS**, compounded in the laboratories of one of the most prominent manufacturers in the United States under the supervision of Physicians.

Here is a vaginal preparation that is non-poisonous . . . non-irritating . . . non-injurious . . . yet gives all the protection that women may safely expect. Gynex tablets have tissue building qualities, and do not desensitize delicate tissues. In the practice of Feminine Hygiene (internal cleanliness) Gynex tablets provide an effective yet non-injurious solution for vaginal douching and an efficient aid in the treatment of vaginal inflammation, Leucorrhoea, etc.

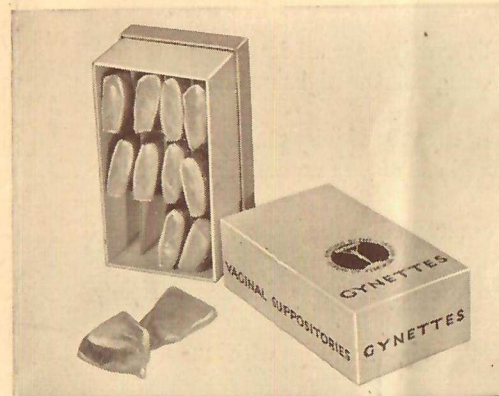


Convenient—dissolves quickly—thoroughly deodorizes.

For health's sake—for the avoidance of needless complications—for freedom from distress—the Bureau of Feminine Hygiene recommends . . . **GYNEX TABLETS**.

GYNETTES AND GYN-O-SOL

In selecting a vaginal suppository and jelly, the Bureau of Feminine Hygiene was met with a multitude of salves, cones, capsules, and tubes with queer attachments . . . confusing to even those who know and understand . . . certainly perplexing to the millions of women who have no means of knowing which is the most reliable—the most dependable. But the Bureau of Feminine Hygiene could find out and finally **GYNETTES** (Vaginal Suppositories) and **GYN-O-SOL** (Vaginal Jelly) were selected as fulfilling the specific requirements of the Bureau.



GYNETTES—wedge-shaped suppositories, are packed twelve to the box—individually-wrapped. To make certain of utmost sanitation—the box itself is cellophane wrapped. Convenient and clean to handle—being small and flat, they are easily inserted.

GYNETTES—wedge-shaped suppositories, are packed twelve to the box—individually-wrapped. To make certain of utmost sanitation—the box itself is cellophane wrapped. Convenient and clean to handle—being small and flat, they are easily inserted.

One **GYNETTE** is used upon retiring or when desired. In a few minutes its cocoa butter base melts, spreading an antiseptic film over the interior of the vagina, affording protection, and security of mind. Since the antiseptic qualities of **GYNETTES** remain effective throughout the night—douching may be postponed until morning. **GYNETTES** are also beneficial in soothing minor irritations and are excellent deodorants. **GYNETTES** may be used with utmost confidence—are non-injurious—dependable, and are compounded from a formula that has the professional endorsement of Gynecologists as well as of the Bureau of Feminine Hygiene.





GYN-O-SOL is a soft jelly which performs the same functions and is compounded from the same formula as GYNETTES. Use of one or the other is a matter of personal preference, the difference being entirely in the manner of application.

Its consistency is such that it spreads evenly over all internal parts and deposits a film that remains effective throughout the night making douching unnecessary until morning.

This new type of applicator consists of the tube of jelly plus a scientifically shaped hard rubber nozzle and including a shield, as an additional sanitary measure.

After use, always keep the applicator attached to the tube, with the sanitary cover screwed in place. This insures a constant supply of jelly in the applicator, ready for instant use, and the sanitary cover keeps the jelly fresh and clean.

A douche is recommended the following morning with the GYNEX Dilating Spray.

VIORNETTS

Countless women await the menstrual period with dread. Four days out of every twenty-eight they endure pain, nervousness, and anticipation of this suffering makes them irritable ahead of time. Yet natural menstruation is neither painful nor burdensome.

VIORNETTS contain Viburnum (vegetable extract) and other beneficial ingredients. Recommended to women who suffer periodic pain or irregularities. Viburnum is widely used by the medical profession in treating these conditions. A uterine and ovarian sedative, its use tends to tone and strengthen these organs. Non-narcotic—chocolate coated—convenient—and as effective as liquid preparations.

VIORNETTS are harmless, reliable and efficient.

The names appearing below comprise the ADVISORY MEDICAL BOARD of the BUREAU OF FEMININE HYGIENE

285 Madison Avenue • New York City

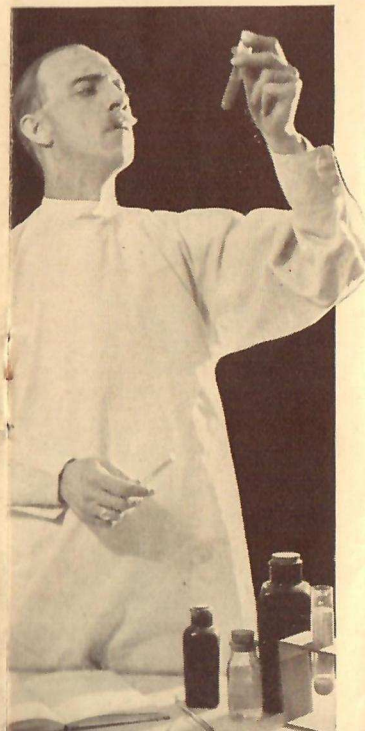
These registered physicians are at the service of the public in the unqualified capacity and solely for the purpose of medical advice to any inquiries coming to the Bureau from women seeking that advice.

~~DR. EDWARD J. PENDERGAST~~ ~~DR. E. J. G. VALENTINE~~ ~~DR. M. WILLIAM ROSEN~~

~~DR. I. B. KRELLSTEIN~~ ~~DR. PHILIP MORRIS~~ ~~DR. VINCENT WEIRS~~

~~DR. WINFIELD SCOTT PUGH~~ ~~DR. ROSE C. BOYER~~ ~~DR. MEYER I. STONE~~

The Advisory Medical Board sees in the organization of the Bureau of Feminine Hygiene a great opportunity to present a well-recognized and timely service to the public.



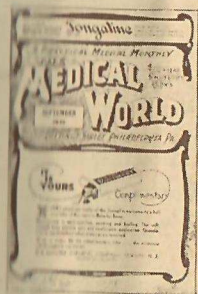
Too much cannot be said or written with reference to Feminine Hygiene. It is a well-known fact that many conditions in women owe their incipency or beginning, to the lack of proper feminine hygiene. Delinquency or carelessness in feminine hygiene has been said to be a well-recognized cause of Cancer. With increased education with reference to proper feminine hygiene, Cancer—that dreaded of all feminine diseases—can be made to occur less frequently.

This advisory Medical Board like many similar medical organizations, is interested in preventative medicine—that is, a system of education to the public—whereby the principles of feminine hygiene may be taught to the many ignorant and helpless women, to the end that Cancer and many other conditions in women, and untold agonies and resulting deaths, may be prevented.

STATEMENT BY MEDICAL ADVISORY BOARD

The Bureau of Feminine Hygiene welcomes inquiries by mail on the subject of Feminine Hygiene and will undertake as much as it is within its power to answer such inquiries.

AMERICA'S FOREMOST MEDICAL JOURNALS COMMEND **THE GYNEX-SPRAY**



NOTE THE FOLLOWING EDITORIAL COMMENT ADDRESSED TO PHYSICIANS

Reprint from the Medical World

(November 1930)

Physicians have long desired an adequate method by which antiseptic solutions may penetrate, sterilize and thoroughly cleanse every crypt and crevice of the vaginal tract. In contrast to the old-fashioned nozzle type of syringe which simply rinses the surface of the vaginal membranes with a weak-trickling flow, the Gynex-Spray spreads back and keeps the vaginal membranes open. This process insures a most ideal and complete cleansing.

Reprint from Clinical Medicine and Surgery

(November 1930)

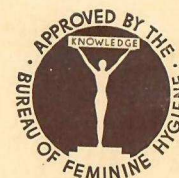
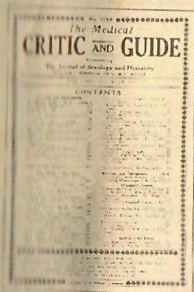
All the advantages of a high-class vaginal antiseptic syringe will be found combined in the Gynex-Spray.

Reprint from Medical Review of Reviews

(October 1930)

Many Prominent Gynecologists endorse the claims for the excellence of the Gynex-Spray, which is a very distinct advance on vaginal douche appliances. The tip is removable, the instrument is easily sterilized and the dilating nozzle assures that the douching fluid will reach the folds and recesses of the vagina to which other instruments fail to gain access.

Medical publications reproduced on this page accept advertisements for none but products of known scientific value. The Gynex-Spray has appeared in all of them.



FINALLY—

In every study of feminine hygiene we arrive at one definite conclusion; that there is a right and a wrong way to practice it, and that the wrong way is actually dangerous.

It is the aim of the Bureau of Feminine Hygiene to enlighten womankind and to spread truth on this most vital factor . . . to present the dangers to health that beset those unfamiliar with correct methods . . . to outline in a clear understandable way, in so far as we are permitted, the procedure to be followed and—to select or develop . . . THEN recommend, those appliances and preparations which make for the utmost efficiency and reliability.

If, in following out this objective, we are able to relieve widespread suffering and worry . . . the avoidable anxiety now existing . . . due, either to a lack of knowledge or improper knowledge . . . we shall feel that our efforts are worthwhile.

The correct practice of feminine hygiene is not difficult. It is as simple as A-B-C . . . *first*, GYNETTES or GYN-O-SOL . . . *then* the GYNEX SPRAY . . . with GYNEX TABLETS for the douche solution. Here you have dependable and convenient equipment . . . a vaginal spray that dilates as it irrigates. The GYNEX SPRAY makes certain that the antiseptic solution reaches into every fold and crevice of the vaginal tract. Strict adherence to these simple practices will greatly relieve the needless worry and distress suffered by so many women.

The Seal of the Bureau of Feminine Hygiene on any sanitary product is your guarantee of quality and reliability.

More important to women than all the equipment in the world is *knowledge*, and every woman should secure the information that is available today, but which has been difficult to obtain heretofore. Guard your health—See your own physician regularly—depend on him for care and treatment and depend on the emblem of the Bureau of Feminine Hygiene, always, for correct, effective, trustworthy equipment and accessories for Feminine Hygiene.

THE BUREAU OF FEMININE HYGIENE New York City