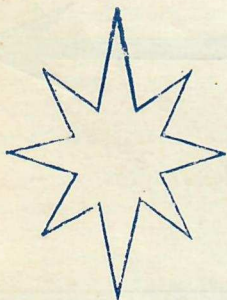
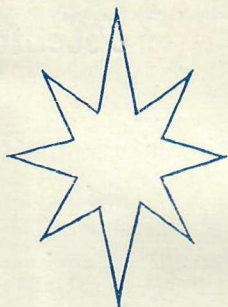


BIRTH CONTROL

*A governing
factor in a
nation's welfare.*

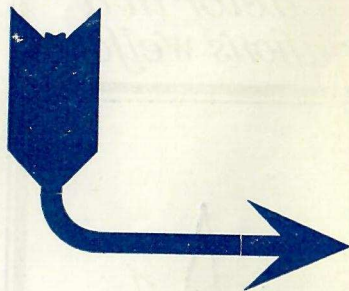


*As reviewed
by leaders of
modern thought.*

A number of the articles in this list are of foreign make, and costs have advanced owing to the depreciation of the £ and the import duties. We have had to add about 15% to most of the prices in consequence; others are of British make, and in all such cases our original prices remain unaltered.

An Important Letter

*to the
Medical Profession*



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.

BURGE WARREN & RIDGLEY, Ltd.,

Druggists' Sundriesmen,

**91 & 92, GREAT SAFFRON HILL,
LONDON, E.C.1.**

Telephone : Holborn 0050.

Telegrams : Drugsund, Smith, London,

DEAR SIR,

Birth Control is now accepted as a necessary and desirable thing by the majority of the Medical Profession, and, as the opinions quoted show, is advocated by prominent men in all ranks of life. We therefore think it desirable that Medical men should know where really reliable, high-class contraceptives may be obtained.

As a result of past issues of similar circulars more than 5,000 Members of the Medical Profession have sent us favourable expressions of opinion, and a large number have either obtained supplies or sent their patients to us.

In case you have not yet seen specimens of all our leading brands, we have arranged to send out to Members of your Profession specimen cabinets and parcels of our goods on ten days' approval. Details of this plan will be found in the following pages. The Cabinets are partitioned so as to keep each kind separate, the usual retail prices being printed over each.

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.

Yours faithfully,

BURGE, WARREN & RIDGLEY, LTD.

BIRTH CONTROL

Extracts from speeches and writings by prominent people.

Lord Buckmaster.

" 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 ? ' "

Earl de la Warr.

" The movement for Birth Control would go on, and it would be better for the country that it should be properly guided."

Lady Acland.

" Scientific Birth Control provides a means of increasing the efficiency of the nation. It is the basis of social reform."

Hofrat Prof. Dr. Liplawsky.

" 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."

Dr. Barnes, Bishop of Birmingham.

" The natural fecundity of humanity must be checked if the world is not to be disastrously overcrowded."

Dr. E. W. Norwood, of the City Temple.

" None have a right to bring a baby into the world when they are not ready to provide for it."

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."

BIRTH CONTROL is no longer looked upon as a subject to be discussed only in whispers, but is recognised by every person of intelligence as being of the greatest importance to the welfare of the community. The barriers of prejudice have been broken down, and it is now realised that no more children should be brought into the world than can be properly provided for.

PARENTAL PRUDENCE IS THEREFORE AN IMPERATIVE NECESSITY.

There are also, as every medical man knows, numerous cases in which it would be dangerous in the extreme for a wife to bear more children. In those cases, some form of control is absolutely essential. Too rapid child-bearing even with wives of normal constitutions, is to be greatly deprecated. Not only does it impose an unfair strain on the health and strength of the mother, but it results in the birth of children who are not up to the highest standard, either physically or morally.

Another powerful argument in favour of limitation of families is the national question of over-population. Our little England is vastly over-crowded. Our population is twice as dense as that of Germany, and four times as dense as that of France. Emigration is not the remedy it used to be for this trouble, as it is steadily declining, largely because the classes which are multiplying most rapidly are just those who are least wanted in the Dominions.

WHAT MEANS, THEN, SHOULD BE ADOPTED TO PREVENT CONCEPTION?

The list which follows shows all the methods and appliances which have been proved by experience to be the most efficacious. The choice is largely a matter of individual preference. The most important thing is to buy only articles of the highest reputation. Our goods have borne the test of time and proved their reliability beyond dispute.

TERMS OF BUSINESS.

5 per cent. discount for Cash with Order for amounts of £1 and upwards. Money returned in full if goods are not perfectly satisfactory.

References required on opening new accounts.

For Price List and Special Offers
see the following Pages.



AMONGST the numerous brands with which the market is flooded, one stands out pre-eminent, and after twenty-five years still holds the field as first favourite. Its sales far exceed any other. We refer to the "EMPIRE" Brand.

This brand is absolutely the most perfect article of its kind that can be produced. It is made of the finest grade of rubber; so fine and silky as to be almost imperceptible to the touch yet so strong that it can be stretched to four times its length without breaking.

PRICES :

Each one in envelope, neatly boxed in dozens per gross	48/-
Ditto, with teat at end, ,, ,, per gross	51/-
Packed in aluminium boxes (3 in each) per gross	51/-
Ditto, with teat at end ,, ,, per gross	54/-



THE "FAIRY."



THE "CAVALIER."

The "Fairy" extra superfine ivory white rubber with pink tinted end, each one in envelope, neatly boxed in dozens...	per gross	s. d.
	82	0
" " " " with teat at end	"	96 0
" Cavalier " (grade <i>de luxe</i>) transparent seamless rubber, each one in envelope, neatly boxed in dozens ...	"	62 0
" " " " with teat at end	"	69 0



The "Security" pink transparent seamless rubber, super quality, medium strength, each in envelope, $\frac{1}{2}$ doz. in leatherette wallet ... plain	per gross	s. d.
	76	0
" " " " with teat at end	"	82 0

The "Sappho" ivory white rubber, in aluminium boxes, $\frac{1}{4}$ doz. ...	per gross	s. d.
	50	0
" " " " with teat at end	"	53 0

Special Line. Extra Strong.

The "Giant" ivory white seamless rubber, double dipped, each one in envelope, neatly boxed in dozens ...	per gross	s. d.
	46	0
" " " " with teat at end	"	50 0

N.B.—The double dipping gives greater strength without detracting from the delicate finish of the surface.

Miscellaneous Brands.

"Maxima" white seamless rubber, each one in envelope ...	per gross	s. d.
	23	0
" " " " with teat at end	"	26 0
"Gainsborough" ivory white rubber, extra strong, each one in envelope ...	"	28 0
" " " " with teat at end	"	31 0
"Dinkie" ivory white rubber in aluminium boxes containing $\frac{1}{4}$ doz. ...	"	36 0
" " " " with teat at end	"	39 0
"Neverrip" natural colour, seamless rubber, each one in envelope ...	"	42 0
" " " " with teat at end	"	45 0
American Tips, loose ...	"	21 0

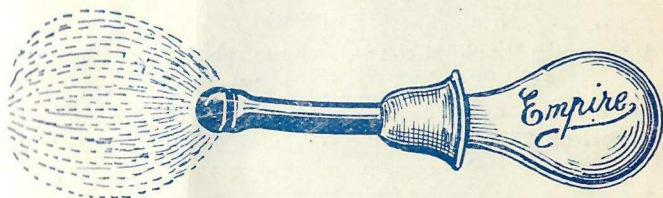
Any of the lines in this list can be supplied in small quantities at the rates quoted.

★ Lines marked thus are BRITISH make.

Skins, Sheaths, etc.

					per doz.	s. d.
Skins,	ordinary quality, grade E (blue tie)	...	...	...	4	0
"	medium " " " (pink tie)	...	...	...	4	3
"	best " " " (green tie)	...	...	...	4	9
"	super " " " (white tie)	...	...	...	6	3
"	extra super " " " A (mauve tie)	...	...	...	7	6
"	extra super " " <i>de luxe</i> (tri-colour tie)	...	...	...	10	6
"	extra super " " <i>triple tested</i> (yellow tie)...	...	...	...	18	0
"	curved, Spanish type, guaranteed free from flaws, each one in hygienic envelope (red tie)	...	...	...	14	0
Sheaths,	washable rubber, ordinary quality, each one in a box with directions	...	...	...	14	0
"	The " Saffron "	"	"	"	18	0
★	The " Paragon "	"	"	"	18	0
★	"	"	"	flesh colour	22	0
"	"	"	"	transparent	28	0
"	The " Fairy "	"	"	crystal white	35	0
★	The " Eclipse Paragon " fine cut sheet rubber, with double top	...	...	...	24	0
★	The " Capote Anglais ," each one in a box	...	...	...	30	0
"	Marvella Cigars, two rubbers in each cigar, one dozen Cigars in card box	...	...	...	per box	9 0
"	Triumph Cigarettes, white rubber, four in nickel-plated case, per dozen cases	...	...	...	21	0
★	Sponges, best Turkey, ½ dozen in box	...	...	...	doz.	9 0
★	" large size,	"	"	...	12	0
★	" extra large, each in a box	...	...	...	15	0

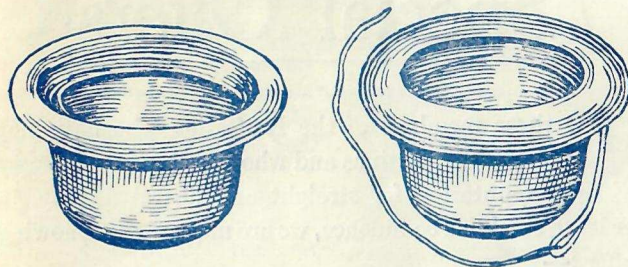
Ladies' Sprays.



- | | | | | | | |
|--|------|---|---|--|--|--|
| ★ Superior quality Ladies' Spray , The " Empire ," | | | | | | |
| English make, red rubber, in box complete | each | 7 | 6 | | | |
| ★ Medium quality, " " " " " | | 5 | 6 | | | |
| Foreign make, " " " " " | | 4 | 6 | | | |

★ Lines marked thus are BRITISH make.

Pessaries.



SOLID RIM.

AIR RIM.

- | | | | |
|------|--|----------|-------|
| ★The | "Empire" solid rim, best quality Para rubber, three sizes, each in box with directions | per doz. | s. d. |
| | | 14 | 0 |
| " | air rim | " | 20 0 |
| " | solid rim, with spring in rim | " | 24 0 |
| ★The | "Paris," moulded white rubber, one size only, each in a box, with directions... | " | 24 0 |
| ★The | "Unique," three sizes | " | 24 0 |
| ★The | "Gem," with sponge dome, three sizes | " | 40 0 |
| The | "Mensinga" (Dutch Cap), three sizes | " | 30 0 |

Soluble Quinine Pessaries.



- ★The “**Safeguard**” brand, 1 doz. in box, with
directions per dozen boxes **20 0**
- ★The “**Empire**” Transparent Odourless
Pessaries, 1 doz. in box per doz. boxes **24 0**

SPECIAL OFFERS OVERLEAF

Special Offers

TO those members of the Profession 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 following 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.

POST FREE

5/9

Each Assortment

FOR 5/9 CASH WITH ORDER
we will send you any one of the following
PACKETS of RUBBER GOODS

RUBBER GOODS

assortment **A**

		List Price per gross	s.	d.
1 doz.	" Empire " plain	48/-	4	0
1 "	" Empire " teat end...	51/-	4	3
Goods to the value of...				8 3

RUBBER GOODS

assortment **C**

		List Price per gross	s.	d.
1 doz.	" Giant " double-dipped plain	46/-	3	10
1 "	" Giant " double-dipped teat end	50/-	4	2
Goods to the value of ...				8 0

RUBBER GOODS

assortment **D**

		List Price per gross	s.	d.
2 doz.	" Maxima " plain	23/-	3	10
2 "	" Maxima " teat end	26/-	4	4
Goods to the value of ...				8 2

RUBBER GOODS

assortment **G**

		List Price per gross	s.	d.
1 doz.	" Fairy " plain	82/-	6	10
1 1/4 "	" Fairy " teat end	96/-	2	0
Goods to the value of ...				8 10

Offers continued over ➡

POST FREE

5/9

FOR 5/9 CASH WITH ORDER
we will send you any one of the following
PACKETS of RUBBER GOODS

Each Assortment

RUBBER
WASHABLE SHEATHS assortment **H**

	List Price per doz.	s.	d.
1 "Saffron" Sheath ...	18/-	1	6
1 "Paragon" Sheath ...	18/-	1	6
1 Flesh Colour Sheath ...	22/-	1	10
1 "Fairy" Crystal White ...	35/-	2	11

Goods to the value of ... 7 9

RUBBER PESSARIES assortment **K**

	s.	d.
2 Pessaries, solid rim ...	14/-	2 4
2 Pessaries, air rim ...	20/-	3 4
1 Pessary, the "Unique" ...	24/-	2 0

Goods to the value of ... 7 8

RUBBER GOODS assortment **M**

	List Price per gross	s.	d.
1 doz. "Security" plain ...	76/-	4	9
1/2 " " "Security" teat end ...	82/-	3	5

Goods to the value of ... 8 2

RUBBER GOODS special trial assortment **N**

	s.	d.
1 doz. each of eight leading brands: "Maxima," "Giant," "Gainsboro," "Empire," "Security," "Neverrip," "Cavalier," "Fairy," 2 doz. in all (plain or teat end or mixed).	8	3

Goods to the value of ...

POST FREE

11/6

FOR 11/6 CASH WITH ORDER
we will send you any one of the following
CABINETS of RUBBER GOODS

EACH CABINET

Cabinet No. 1.

		Value when sold	Cost at list prices
		s. d.	s. d.
1 doz. "Maxima" If retailed at 4d. each		4 0	2 2
1 " " "Gainsboro" " 6d. "		6 0	2 7
1 " " "Empire" " 9d. "		9 0	4 3
1 " " "Cavalier" " 1/- "		6 0	2 11
1 " " "Fairy" " 1/3 "		3 9	1 9
1 " " "Fairy" teat end " 1/6 "		4 6	2 0

The above are supplied half plain and half
"teat end" unless otherwise desired.

33 3 15 8

Cabinet No. 2.

		Value when sold	Cost at list prices
		s. d.	s. d.
2 doz. "Maxima" If retailed at 4d. each		8 0	4 4
1 " " "Gainsboro" " 6d. "		6 0	2 7
1 " " "Empire" " 9d. "		9 0	4 3
1 " " "Cavalier" " 1/- "		12 0	5 9

The above are supplied half plain and half
"teat end" unless otherwise desired.

35 0 16 11

Cabinet No. 3.

		Value when sold	Cost at list prices
		s. d.	s. d.
2 doz. "Empire" If retailed at 9d. each		18 0	8 6
1 " " "Cavalier" " 1/- "		12 0	5 9
1 " " "Fairy" " 1/3 "		3 9	1 9
1 " " "Fairy" teat end " 1/6 "		4 6	2 0

The above are supplied half plain and half
"teat end" unless otherwise desired.

38 3 18 0

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

OUR NEW AND UNIQUE OFFER.

If none of the above offers appeal to you, we are prepared to allow you
to select any of the Rubber Goods or Washable Sheaths in this list
to the value of about 8/- (or not exceeding 8/6) as a 5/9 cash parcel
on the same terms as above.

The foregoing packets or cabinets can be had all "teat end" if desired
at same price.

If you would prefer to have your name struck off our mailing list please put a X in this space and fill in your name and address.



To Burge, Warren & Ridgley, Ltd.,

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

Please send me on approval, post free, Specimen Parcels of your goods as per circular received:—

ASSORTMENTS.

A	C	D	G	H	K	M	N

CABINETS.

1	2	3

MARK X BELOW
THOSE REQUIRED.

I agree to forward you within 10 days from this date, cash for each Assortment or Cabinet kept, returning any I do not require.

170A

Signature

Profession or Occupation

Address (in full)

Date