

Handout – Historic menstruation advertisements

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HYGIEIA for September, 1924

FREE SAMPLE TO NURSES
Clip and Mail Coupon Below



Solving Woman's Oldest Hygienic Problem in a New Way

Recommended by nurses, hospitals, health authorities—assuring millions of women immaculacy, charm, peace of mind

By ELLEN J. BUCKLAND, Graduate Nurse

This tells of a new way in personal hygiene. A way which gives immaculacy, easiness, safety. It supplants old-fashioned "sanitary pads" and other sanitary methods. Discovered by nurses in France during the war, this new way has proved a benefit to all womankind. Today 8 in 10 women in the better walks of life have adopted it. Once tried no other method will satisfy.

This new way is called Kotex. Foremost doctors advise it. Leading hospitals, health officials, industrial and social service nurses are telling women everywhere of the new freedom—the daintiness, assurance and poise—it brings under circumstances which women find exceedingly trying.

Let women know
Kotex assures the extreme of sanitation, personal comfort and protection—with delicate regard for the niceties of daily life. It is a good health habit.

That is why you should recommend it in schools, colleges, factories, hospitals—wherever women congregate. Women appreciate this counsel.

They value your professional knowledge—your intimate advice which leads to radiant health. You are performing a necessary service when you tell them of the exclusive advantages of Kotex. The nurse who gives helpful service is the successful nurse—she develops an enthusiastic following.

It is but natural that you should sponsor Kotex. As a public health measure, urge the installation of Kotex Cabinets in rest-rooms, in offices and public buildings.

Women who spend one-sixth of their time in a state of embarrassment, and often fear, welcome the word of the nurse who reveals to them this new, scientific way. Tell them how easily they may dispose of Kotex. Just like a piece of tissue. No embarrassment, no difficulty—a point all women appreciate. It means new freedom in all social and business activities, especially when away from home.

Let women know that Kotex is made of Cellulocotton—the super-absorbent. It is 5 times more absorbent than ordinary pads. Kotex absorbs 16 times its own weight in moisture instantly.

Kotex comes ready-prepared, ready for immediate use, in plain packages of 12 soft, fluffy, sterile folds. Women like its smooth, non-chafing coolness, its delightful comfort—something they have never known before.

Ask for it by name
Obtain Kotex at your nearest drug store, without embarrassment. Simply ask for it by name. It comes in two sizes—regular and Kotex-Super.

As a nurse, as a woman—I feel that every nurse should try Kotex, at least. If you have never used this new way yourself, write me for the nurses' free test. Sent postpaid in plain, unmarked envelope. If you wish, I will send you a free copy of the new book—"Personal Hygiene for Women." Simply fill in coupon—forward to me.

KOTEX



nyamcenterforhistory.org

Your Allure

Don't imperil it . . . some days

This NEW way solves women's oldest hygienic problem so never a day's charm is lost

BEING fresh and charming every day has ever been the average woman's problem. But today . . . the modern woman meets it with a smile. Science has supplanted the uncertainty of the old-time sanitary pad with protection that is absolute.

You wear your filmiest frocks, your summery things in confidence. You motor for hours, you dance, you dine; you come in contact with others without a second thought.

The name is Kotex . . . a method scientifically right.

It absorbs 5 times the moisture of the ordinary cotton pad. And that means great protection.

It is as easily disposed of as a piece of tissue—ending an old-time embarrassment.

It is deodorized. And that prevents danger of offense.

You get it at any department store or drug store, just by saying "Kotex." And that banishes the embarrassment of asking for a "sanitary pad."

8 in every 10 women in the better walks of life have adopted it. Which proves its benefits.

It will mean much to you in health, in daintiness and protection. It proves old ways a needless folly.

KOTEX

PROTECTS—DEODORIZES



- 1 Protection: 5 times as absorbent as cotton pads. Absorbs 16 times its own weight in moisture—and scientifically deodorized.
- 2 No laundry. Discard as easily as a piece of tissue.
- 3 Easy to buy, anywhere. You ask for them by name. Many stores keep them ready-wrapped—help yourself, pay the clerk, that is all.

No laundry—discard as easily as a piece of tissue