4. V.D. and PUBLIC HEALTH

Efforts to limit the spread of V.D. were often crude due to ignorance, religion, politics - or all three.

4.1 EARLY EFFORTS

The Book of Leviticus in the Bible records the earliest efforts - ritual purification, exile, death.

During the great 15th century syphilis plague in England ...

Henry VIII ordered the London 'stews' or public bath houses closed as a public health effort.

Elizabeth I ordered that any man in her court who suffered a burning of the penis be fined 40 shillings.

...and in Mexico City, Archbishop Juan D. Zummaraga opened the New World's first VD hospital Hospital del Amor de Dios. Clients were mainly clergy and nobility.

...and Ferdinand the Catholic found the syphilis plague a convenient excuse to expel the Jews and Moors from Spain. Spain has yet to recover from his error.

In Italy

Savanarola preached prayer and repentance,

...while the French exiled syphilitics from Paris.
4.2 SOCIAL HYGIENE AND EDUCATION

As medical knowledge progressed rapidly at the end of the 19th century, social reformers became aware of the terrible price V.D. inflicted on society. V.D. resulted in rejection and return to Europe during the great 19th and 20th century immigrations to the Americas.

Ellis Island was the nation’s principal immigration station between 1892 and 1954. During the peak decade of 1900-1909, immigrants arrived on an average of 100 an hour.

Social Hygiene Councils were formed in many countries.

Not everyone agreed with the social hygienists...

Real men will be men...
Samuel D. Gompers

Despite these attitudes and the efforts of social reformers such as...

Jane Addams
Alfred Fournier
Ernst Malvoz
John D. Rockefeller

... regulated and unregulated prostitution was tolerated in Europe, South America, and the Orient as evidenced by the...

Prostitute Sanitary Inspection Fee Stamps, Rosario de Santa Fe, Argentina

SANA
CON REGLA
ENFERMA
OBSERVACION
REPOSICION
Healthy
Menstruating
Diseased
Under Observation
Return for another Visit
4.2 SOCIAL HYGIENE AND EDUCATION

In 1911, the Detroit Society for Sex Hygiene lobbied strongly for a state law that would require the mandatory reporting by physicians of all cases of venereal disease.

Miss White,
Wayne Co. Medical Society Bldg.,
33 High St. E.,

To the Corresponding Secretary
of the
Club.

Dear Sir:

At the last meeting of the Detroit Society for Sex Hygiene, Dr. Kiefer, Health Officer for the City of Detroit, addressed the Society on the need of a state law requiring the reporting of all cases of venereal diseases (syphilis and gonorrhoea) by physicians to the Boards of Health, just as cases of tuberculosis are now required by law to be reported.

The Society for Sex Hygiene believes if such a law is to be
4.2 SOCIAL HYGIENE AND EDUCATION

Mandatory reporting of contagious diseases, including syphilis and gonorrhea, is evidenced by these postal cards. The reporting was essential for contact tracing and for statistical and epidemiological purposes (See Section 4.4).

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**CONTAGIOUS DISEASE REPORT**

(ALL CASES MUST BE REPORTED IN WRITING)

Montclair, N. J. Apr. 17 1914

I respectfully report the following case:

Name of Patient: Emily Moore

Residence: Second

Age: 53

Sickness began on: 11 years ago?

School Attended: 

The disease is marked with an X

Residence: Brookside Hospital

Kindly report subsequent cases as well as the first case.

Additional Report Cards may be obtained at the office of the Board of Health.
order postal bands and wrappers for their journals. Read all the latest news on -

**DIAGNOSING:**

... Impotence ... Rectal-gonorrhea ... Hereditary syphilis of the new-born ...
4.2 SOCIAL HYGIENE AND EDUCATION

To keep the medical world informed of the latest developments, ARS MEDICI of Vienna used a variety of printed to private

Therapy:

Internal medicine, Surgery, Gynecology, Pediatrics, Skin Subscribers would have included Venereal Diseases, Otolaryngology and Cosmetic

For Your Practice

New Medications, Instruments, and Apparatuses

Exchange of Views on Questions from Daily Practice

Kosmetik; Augenheilkunde; Gynäkologie; Dermatologie und Onkologie; Innere Medizin; Chirurgie; Orthopädie; Pädiatrie

Inhalt:

Inhalt:

Therapie.

Diagnose.

Apparate.

Neue Medikamente; Instrumente und Praxis.

Diagnose.

Praxis.

Kosmetik, Augenheilkunde, Gynäkologie, Onkologie, Dermatologie.

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The American Journal of Urology, Venereal and Sexual Diseases

with which has been consolidated

The American Practitioner

WILLIAM J. ROBINSON, M.D.
EDITOR

“INTEROL” IS AGAIN OBTAINABLE

We have at last succeeded in procuring an American oil good enough to bear the name of “Interol,” which we will continue to supply through the drug stores.

This oil complies with every chemical requirement we demanded of our foreign product, so that our friends are once more assured an oil free from “machine oil taste,” from “lighter hydrocarbons” (no danger of renal disturbance), and from sulphur compounds (no possibility of intestinal disturbance). No acid, no “bloom,” no odor, no taste—but a little thinner.

Your constipated and “stasic” patients are once more assured in “Interol,” an unrestricted supply of a flavorless, effective and safe mineral oil, so that you are enabled to continue the mechanical treatment of chronic constipation and intestinal stasis with a dependable product.

Every druggist can now obtain “INTEROL.” Booklet upon request.

VAN HORN and SAWTELL
15 and 17 East 40th Street, New York City

$3.00 A YEAR IN ADVANCE
$3.50 A YEAR POSTAL UNION
4.2 SOCIAL HYGIENE AND EDUCATION

Many governmental and private health, hygienic, and social welfare agencies prepared a wide variety of pamphlets, brochures, flyers, and broadsides to educate and warn the public of the perils of V.D. A small variety is shown in this exhibit.

In 1925 the socialist workers’ paradise of Soviet Russia produced this 60 page pamphlet titled “Venereal Disease”.

Published in Moscow in 1925. Selling price was 20 kopeks.
4.2 SOCIAL HYGIENE AND EDUCATION

NORMALCY After an aggressive anti-VD campaign during WWI, the country lapsed into 'normalcy'. Both Congress and President Harding (who once suffered from gonorrhea) thought that the spirochetes and the gonococci had been demobilized with the Army.

During the Depression, 21 million work-days per year were lost due to VD.

Bathtub gin and the hypocrisy of Prohibition promoted a new sexual freedom and an increase in VD nationwide.

THE NEW DEAL
Fornication was bad enough in Lycoming County, Pennsylvania in 1930; but fornication when afflicted with a communicable venereal disease resulted in the arrest of Beatrice King. The indictment alleges also that, "... she is an absolute menace to the health of the Citizens with whom she mingles." Beatrice plead guilty and was sentenced to the county workhouse for women.
The message on this postal card is still true today!

Not all information was accurate. Uruguay warned its citizens of the danger of communal drinking of mate - a popular beverage through South America. The number of cases of syphilis transmitted is insignificant compared to the number of sexually transmitted cases.

Canadians were urged simply to STAMP OUT VD!
In 1949, Health Publications Institute, Inc. of Raleigh, NC produced this comic book style pamphlet (VDgraphic 74) for a largely rural and poorly educated audience in the South. Fortunately, Little Willie got to a Rapid Treatment Center and after two weeks was cured of his pox.
4.2 SOCIAL HYGIENE AND EDUCATION

Matchbook covers and even transit passes were popular ways of indoctrinating the public.

VD may get around in Manitoba but the Rochester Transit Corporation had other ideas in 1947.

VD - This gift ruins any Christmas tree (and it keeps on giving until treated).
4.2 SOCIAL HYGIENE AND EDUCATION

Canadians were also urged to:

**STAMP OUT SYPHILIS IN SASKATCHEWAN**

Used in 7 cities from 1945-47.

**FIGHT VENEREAL DISEASE**

**COMBATONS LES MALADES VENERIENNES**

Used in Ottawa in 1944; bilingual format only.

The provincial health departments provided a variety of pamphlets on V.D.. Two examples for your viewing:

A circa 1930 bilingual pamphlet from Quebec.

A 1969 pamphlet from Ontario.

---

RENSEIGNEMENTS
ET CONSEILS

PROVINCE DE QUEBEC
SERVICE PROVINCIAL D'HYGIENE
DIVISION DES MALADIES
VENERIENNES

COMITE :
Dr Alp. LESSARD, Quebec, Président

Ex-officio

Directeur : Dr A. H. DESLOGES, Montréal
Sous-Directeur : Dr J. A. RANGER, Montréal

Pour tout renseignement s'adresser au
Directeur :
63, rue Saint-Gabriel, Montréal

---

information about VENEREAL DISEASE
The couple on this PTPO card titled *Indiscretion* should heed the warnings on the cancels below.

<- Copy of *Indicium*

Known only as receiving mark

... and some advice if they could not wait...

*Get to the Dispensary in Plenty of Time - Portuguese League of Social Prophylaxis*
4.2 SOCIAL HYGIENE AND EDUCATION

An effective public health campaign requires testing of large populations to prevent further infection and enable early treatment of the infected.

Most test samples were sent by mail from the test site to the laboratory.

In the United States, Section 589, Par. 4 of the Postal Laws and Regulations provided for expedited handling of bacteriological specimens for laboratory examination.
4.2 SOCIAL HYGIENE AND EDUCATION

For expert advice on marriage, read the book HOW TO PICK A MATE...

...or one of these fine pamphlets!
4.3 PREVENTION

Since human sexuality and sex drives are not about to change,

... and since disease is better prevented than cured,

Infection is best prevented by using a latex condom during sexual intercourse.

Experimental Electronic Meter for use on personal computers.

Save your life, use a condom!
4.3 PREVENTION

Latex condoms were made possible by Charles Goodyear's discovery of the vulcanization of rubber.

Raw latex is obtained from the sap of the rubber tree (*Hevea brasiliensis*)...

and is processed and distributed to condom manufacturers worldwide.

... and through the wonders of modern technology then comes neatly packaged & ready for use.

Do not play games with your life!

Be sure to use one!
4.3 PREVENTION

Due to puritanical legislation and backwards public attitudes toward sex in general in the United States, condom salesmen were called “Pencilmen”. Undoubtedly, the Venus brand of pencil was a popular item...

"Charlie THE Pencilman" from Detroit used this business card to help sell his wares.

COPY

NO. 755

THIS IS MY NEWEST AND LATEST AND BEST COMBINATION EVER OFFERED YET!

In order to introduce my new Brands. Sent anywhere in U. S. in plain wrapping
1 Dozen “XXXXX” REGULARS
1 Dozen “SILK SKINS”
1 Dozen “LATEX’S”
1 Dozen “TEXIDES”

Sold strictly for the prevention of diseases only
GUARANTEED 100% PERFECT

All for $1.00 — Delivery Paid

EXTRA NOVELTIES FREE
(With this Card Only)

You must bring or send this card in, in order to get this offer. Print your name and address PLAINLY on the back of this card.

No. C. O. D.

C. W. MEADOWS
"Charley THE Pencilman"
7562 Melrose Street
Detroit, Michigan

(In business for 14 years)

NOTICE

If this card should come to your attention and you are inclined to be offended on account of its object, please stop to consider that you are not the ONLY person in this world; for our jails, prisons, hospitals, asylums and graves are FULL of those who perhaps had the same ideas as you have about these goods.

This is being done to introduce myself to you so to PREVENT you from perhaps being virtually ROBBED or IMPOSED upon any longer by those who would possibly OVERCHARGE you for INFERIOR goods.
4.3 PREVENTION

Various euphemisms were used to describe condoms - as evidenced by this 1914 postcard.

Let's hope the drug store was properly licensed to sell prophylactics!

State of Nebraska
PROPHYLACTIC LICENSE

THIS IS TO CERTIFY THAT THE BELOW NAMED IS GRANTED A PROPHYLACTIC LICENSE.

PAUL P PLATZ
462 5TH ST
DAVID CITY NEBR 68632

LICENSE NO. 304

EXPIRES 6 01 69
MONTH DAY YEAR

NOTE: THIS LICENSE IS VALID ONLY FOR THE SALE OF SUCH DEVICES, APPLIANCES, OR MEDICINAL AGENTS APPROVED BY THE STATE DEPARTMENT OF HEALTH IN ACCORDANCE WITH THE PROVISIONS OF SECTION 71-1104 THROUGH 71-1115, R. S. NEBRASKA 1943.

License required by Provision of Section 71-1104 through 71-1115 Revised Revenue Statutes of Nebraska, 1943.
4.3 PREVENTION

Trojans from Young Rubber Corporation provided protection for three generations of American males.

The Durex brand (Durability, Reliability, Excellence) was established in 1915.

Durex now accounts for 22% of global condom sales. Started in a London barbershop, the brand was acquired by the London Rubber Company which became London International who merged with Seton Scholl to become SSL International. Manufacturing plants are located throughout the world. Check out their website at www.durex.com.
4.3 PREVENTION

A lively cross-border trade in condoms and risque books existed as evidenced by these items.

Prices ranged from 30 cents each or $15.00 per gross.

Ladies safes were also available at $2.00 each.

FRENCH SAFES.

Specially designed for Gentlemen only in the absolute prevention of disease, for which purpose they are sold.

The Goods are made of the Best and Finest Quality of Fine Rubber, and are pliable and durable.

They are manufactured in three sizes:

- No. 1, Small.
- No. 2, Medium.
- No. 3, Large.

75 cents, 75 cents, 75 cents, $15.00 per doz., $15.00 per doz., $15.00 per doz., posted en-

Ottawa Printing - Cancelled: Toronto, Canada  Mar 10, 1890
Fromms Act Präservatives in a card stock package are shown on this proof-like meter impression.
4.3 PREVENTION

Fromms Gummiwerke GmbH was one of the largest condom manufacturers in Europe. This ca. 1934 multi-page folded brochure (with envelope) shows ten of their condom brands on one side and their manufacturing facilities on the other.
4.3 PREVENTION

India has been a world leader in promoting condom use for disease prevention and for family planning. This postal card in Hindi carries the same message as the inland letter card in English.

Use the free condoms from the Family Planning Clinic or spend Rs 7 for the Pink Luxury Kohinoor condoms.
4.3 PREVENTION

The AIDS crisis has made condoms tolerable and even desirable throughout most of the world. These 'happy condom' stamps...

...may have been inspired by the Condom family from Kiepert & Kiepert.

Japanese are urged to purchase condoms from:
Japan Condom (Nippon Bascon) Co., Nagoya
Manufacturer of Health Foods & Condoms

The message here is obvious and direct!

Zimbabwe reminds us that:

CONDOMS CAN PROTECT YOU FROM AIDS AND OTHER STDs

USING A CONDOM CORRECTLY ENSURES PROTECTION AGAINST HIV AND OTHER STDs.
4.3 PREVENTION

Latex and newer materials such as polyethylene are used for male condoms as illustrated below...

... and also for the new REALITY female condom.

Closing thoughts on condoms ...

BE A LEADER IN THE FIELD, WEAR A CONDOM AS A SHIELD!

South Derbyshire Health Authority
4.3 PREVENTION

A final line of defense, other than one’s immune system, for those who engaged in intercourse without a condom was chemical prophylaxis. The active ingredient, Calomel, effectively killed both spirochetes and gonococci (and is useless against HIV). The doughboys’ and GIs’ pro-kits were available commercially in a wide variety of brands.

WWII Military Version
For Army Use Only
(Contents removed for display)

A pre-War tin with three tubes of HyGee
the note the user is said to scream in pain when using the product!

SANITUBE was a popular post-War venereal prophylactic.

DEPENDABILITY
REPUTATION.

Packages of SANITUBE (note ingredients on back) and of PROFEX a similar product.
4.3 PREVENTION

Special situations, like the Olympic Games, require special preventative measures.

The Norwegian Confederation of Sports in conjunction with the Norwegian Red Cross provided document bags that contained condoms and a multilingual AIDS brochure in addition to required ID cards and official papers for use during 1994 Winter Games in Lillehammer.

The Snowlets from the 1998 Winter Games in Nagano, Japan are seen on this box of Hi-polymer urethane condoms from Sagami Rubber Industries Co., Ltd.

You stay-at-home sexual athletes will have to be content with generic OLYMPIAN condoms - made for the Rexall Drug Co. by the National Hygienic Products Corp.
4.4 STATISTICS and EPIDEMIOLOGY

To help define and analyze the scope of the V.D. problem, accurate statistics are needed. The Medical Staff of the Prussian State Bureau of Statistics used this post card to announce the 1927 census of V.D. cases (Reichszählung der Geschlechtskranken), and the U.S. Public Health Service provided this postal card to report venereal disease.
International cooperation and communication helps reduce the spread of VD, both at the highest international levels or at the local level as between border cities like Mexicali & San Diego.

... and through international sanitary conventions and quarantine laws as evidenced by this ship's prátique or bill of health.

<table>
<thead>
<tr>
<th>Disease</th>
<th>Cases</th>
<th>Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow fever</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Asiatic cholera</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Human plague</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Rodent plague</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Smallpox</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Typhus fever (exanthematosus)</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

(When there are no cases or deaths, entry to that effect must be made)

J. Enumerate any other communicable diseases prevailing importantly in port Tuberculosis, Malaria and Syphilis.

in area served by the port ditto.

I certify that this vessel has complied with requirements of the international sanitary conventions to which the United States and the country of this port have adhered, and of the quarantine laws and regulations of the United States, excepting as follows:

[Signature]

June [Date]

American Vice Consul

None stationed here.

Fee $5.00 U.S.Cy. equal Rs. 110\$00

Service No. 318.
The Balkans, especially those countries that formed and were formed out of Yugoslavia, have had an endemic syphilis problem for several hundred years. During WWII, Croatia established the Institute for Fighting Endemic Syphilis in Banja Luka.
4.4 STATISTICS AND EPIDEMIOLOGY

The mails were frequently sued to transmit test results and other confidential patient information. Even war-torn Germany kept track of VD cases as evidenced by this official cover from a VD hospital.

The socialist workers' paradise of Romania had an aggressive anti-VD program.