

WHAT KIND OF WOMAN BUYS PROPHYLACTICS?



Today's kind of woman. Because there's no longer any old fashioned prudery or stigma attached to women buying what was once an exclusive male purchase. At one time prophylactics were hidden from view in drug stores and had to be specifically asked for by the customer. It was often a furtive and embarrassing experience. But not any more. Today, prophylactics are on display right beside the vitamins and cold remedies. And there's nothing tacky or smutty about purchasing them.

It's just a simple everyday transaction that more and more women are engaging in; for a lot of good reasons.

Because today, a woman is more aware, concerned and knowledgeable about her body than ever before.

She realizes that birth control is something that should not be her responsibility alone.

And she is aware of the controversy surrounding the pill.

That's why more and more women are choosing prophylactics as a trusted and reliable alternative method of contraception.

Also, apart from birth control, use of the prophylactic is the only method

officially recognized and accepted as an aid in the prevention of transmission of venereal disease.

At Julius Schmid we sell the most popular brands of prophylactics in Canada. They're the brands most women choose; because they are all electronically tested to assure dependability and quality.

And you can only buy them in Drug Stores.



JULIUS SCHMID
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