

# Julius Schmid would like to give you some straight talk about condoms, rubbers, sheaths, safes, French letters, storkstoppers.

All of the above are other names for prophylactics. One of the oldest and most effective means of birth control known and the most popular form used by males. 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.

## Skin Prophylactics.

Skin prophylactics made from the membranes of lambs were introduced in England as early as the eighteenth century. Colloquially known as "armour"; used by Cassanova, and mentioned in classic literature by Richard Boswell in his "London Journal" (where we read of his misfortune from not using one), they continue to be used and increase in popularity to this very day.



Because they are made from natural membranes, "skins" are just about the best conductors of body warmth money can buy and therefore their effect on sensation and feeling is almost insignificant.

## Rubber Prophylactics



The development of the latex rubber process in the twentieth century made it possible to produce strong rubber prophylactics of exquisite thinness, with an elastic ring at the open end to keep the prophylactic from slipping off the erect penis. Now these latex rubber prophylactics are available in a variety of shapes and

colours, either plain-ended, or tipped with a "teat" or "reservoir end" to receive and hold ejaculated semen.

## Lubrication

And thanks to modern chemistry, several new non-reactive lubricants have been developed so that prophylactics are available in either non-lubricated or lubricated forms. The lubricated form is generally regarded as providing improved sensitivity, as is, incidentally, the NuForm® Sensi-Shape. For your added convenience, all prophylactics are pre-rolled and ready-to-use.

## Some Helpful Hints

The effectiveness of a prophylactic, whether for birth control or to help prevent venereal disease, is dependent in large

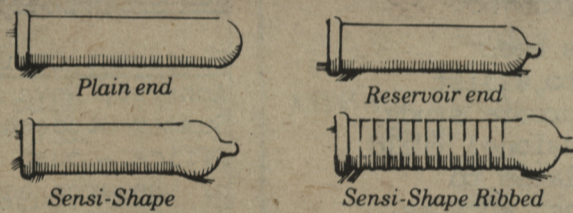
measure upon the way in which it is used and disposed of. Here are a few simple suggestions that you may find helpful.

## Packaging

First of all, there's the matter of packaging. Skin prophylactics are now packaged premoistened in sealed aluminum foil pouches to keep them fresh, dependable and ready for use. Latex rubber prophylactics are usually packaged in sealed plasticized paper pouches or aluminum foil.

All of these prophylactics, at least those marketed by reputable firms, are tested electronically and by other methods to make sure they are free of defects. Prophylactics are handled very carefully during the packaging operation to make sure they are not damaged in any way.

## Prophylactic Shapes



## Storage and Handling

It is equally important that you store and handle them carefully after you buy them, if you expect best results and dependability. For example, don't carry them around in your wallet in your back pocket and sit on them from time to time. This can damage them and make them worthless. Next is the matter of opening the package. It's best to tear the paper or foil along one edge so that the simple act of tearing doesn't cause a pinhole. And of course, one should be particularly careful of sharp fingernails whenever handling the prophylactic.

## Putting Them On

The condom, or prophylactic, should be put on before there is any contact between the penis and the vaginal area. This is important, as it is possible for small amounts of semen to escape from the penis even before orgasm.

Unroll the prophylactic gently onto the erect penis, leaving about a half of an inch projecting beyond the tip of the penis to receive the male fluid (semen). This is more easily judged with those prophylactics that have a reservoir end. The space left at the end or the reservoir, should be squeezed while unrolling, so that air is not trapped in the closed end.

As mentioned earlier, you may wish to apply a suitable lubricant either to the vaginal entrance or to the outside surface of the prophylactic, or both, to make entry easier and to lessen any risk of the prophylactic tearing.



## Taking Them Off

When sexual relations are completed, withdraw the penis while the erection is still present, holding the rim of the prophylactic until withdrawal is complete, so as to stop any escape of semen from the prophylactic as well as to stop it from slipping off. Remove the prophylactic and, as an added precaution, use soap and water to wash the hands, penis and surrounding area and also the vaginal area to help destroy any traces of sperm or germs.

## And now for a commercial.

As you've read this far you're probably asking yourself who makes the most popular brands of prophylactics in Canada? The answer to that is Julius Schmid. And we'd like to take this opportunity to introduce you to six of the best brands of prophylactics that money can buy. They're all made by Julius Schmid. They're all electronically tested to assure dependability and quality. And you can only buy them in drug stores.

**RAMSES** *Regular (Non-Lubricated) & Sensitol (Lubricated)*. A tissue thin rubber sheath of amazing strength. Smooth as silk, light as gossamer, almost imperceptible in use. Rolled, ready-to-use.

**FOUREX** *"Non-Slip" Skins*—distinctly different from rubber, these natural membranes from the lamb are specially processed to retain their fine natural texture, softness and durability. Lubricated and rolled for added convenience.

**SHEIK** *Sensi-Shape (Lubricated) & Regular (Non-Lubricated)*. The popular priced, high quality reservoir end rubber prophylactic. Rolled, ready-to-use.

**NuForm** *Sensi-Shape (Lubricated) & Sensi-Shape (Non-Lubricated)*. The "better for both" new, scientifically developed shape that provides greater sensitivity and more feeling for both partners. Comes in "passionate pink." Rolled, ready-to-use.

**EXCITA** Gently ribbed and sensi-shaped to provide "extra pleasure for both partners." Sensitol Lubricated for added sensitivity. Also in "passionate pink." Rolled, ready-to-use.

**Fiesta** Reservoir end prophylactics in an assortment of colours. Sensitol lubricated for added sensitivity. Rolled, ready-to-use.

We wrote the book on prophylactics. If you would like to read it and get some free samples of what we've been talking about, fill in the coupon below and we'll send you everything in "a genuine plain brown envelope."



Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Prov. \_\_\_\_\_ PC \_\_\_\_\_



**JULIUS SCHMID  
OF CANADA LIMITED**  
32 Bermondsey Road  
Toronto, Ontario M4B 1Z6