

CHARACTER OF FURADANTIN JOURNAL ADVERTISING

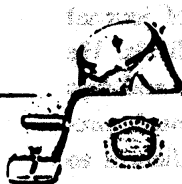
Eaton selected a few publications and ran Furadantin ads in high frequency in these journals. Copy stressed rapid action and a symbol was developed (urine glass) to demonstrate the best product benefit visually.

use **FURADANTIN** first...

IN URINARY

TRACT INFECTIONS

for rapid clearing
of the
urine



In 30 minutes: antibacterial concentrations
in the urine

In 24 hours: the urine is frequently clear

In 3 to 5 days: complete clearing of pus
cells from the urine

In 7 days: sterilization of the urine in
the majority of cases

With Furadantin there is no proctitis,
pruritus ani, or crystalluria.

Average adult dosage: Four 100 mg. tablets
daily, taken with meals and with food or
milk before retiring.

50 and 100 mg. tablets.

Oral Suspension, 5 mg. per cc.

EATON LABORATORIES
NORWICH, NEW YORK



FURADANTIN

brand of nitrofurantoin, Eaton