

CHARACTER OF PAMINE JOURNAL ADVERTISING

Upjohn ran multiple half pages on Pamine in each publication for a 3-month saturation period. Then the journal program was cut back to one page once a month. Ads emphasized the length of Pamine antacid action and product name.

Pamine
BROMIDE

REGISTERED TRADEMARK FOR THE UPJOHN BRAND
OF ANTI-ACID/ANTACID DRUGS

Ulcer protection that lasts all night

Pamine
Tablets
Each tablet contains Pamine 2.5 mg.
Bottles of 100 and 500

Upjohn
The Upjohn Company
Kalamazoo, Michigan