



America has the best advertised drug problem in the world.

The most popular headache remedies include Excedrin, Empirin, Anacin, Cope, Vanquish, Bufferin, and Bayer. But if you knew the truth, those pills might get pretty hard to swallow.

THE COMBINATION DRUGS

According to a recent American Medical Association drug report, combinations of analgesics (pain relievers) are "irrational" and "not recommended." That means remedies like Excedrin, Empirin, and Vanquish.

BUFFERED PREPARATIONS

That same report could find "no sound basis" for taking remedies like Bufferin instead of plain aspirin.

ASPIRIN AND CAFFEINE

It also found simple aspirin plus caffeine, which is what Anacin is, does no more for your headache than plain aspirin.

BAYER VS. BRAND X

As for plain aspirin, there is no persuasive scientific evidence Bayer Aspirin is more effective at relieving headache than any other brand. It may differ from other brands but that doesn't mean it works better.

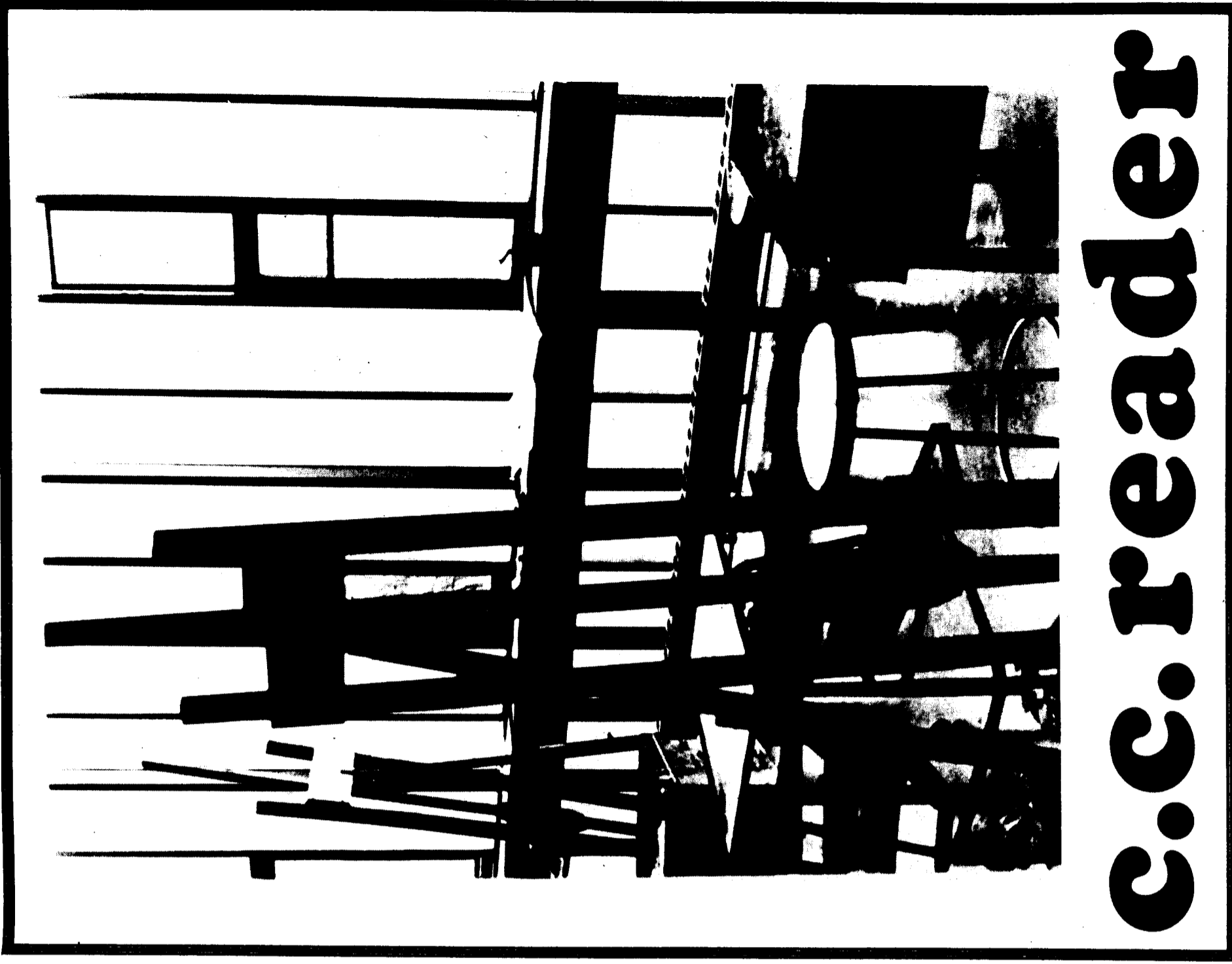
SAVE ON HEADACHES

The major brand remedies cost up to six times more than ordinary aspirin. Partly because you have to pay for the advertising that gets you to buy them. So next time you buy something for your head, use your head... Buy the least expensive plain aspirin you can find.

Medical Committee for Human Rights
710 South Marshfield
Chicago, Illinois 60612

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Prepared by The Stern Concern



C.C. Reader