



In February 1917, Bayer lost its American patent on aspirin, opening a lucrative drug market to many manufacturers. Bayer fought back with copious advertising, celebrating the brand's purity just as the epidemic was reaching its peak.

Aspirin packages were produced **containing no warnings about toxicity and few instructions about use**

. In the fall of 1918, facing a widespread deadly disease with no known cure, the surgeon general and the United States Navy recommended aspirin as a symptomatic treatment, and the military bought large quantities of the drug.

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