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GUINEA PIG

Bipartisan pig takes a Red State powder

Mr. Guinea Pig is no political animal. No objective tester should be. Nevertheless, in recognition of the nation's partisan divide, he decided to test an over-the-counter remedy found in some local drug stores but which enjoys its greatest popularity among denizens of the Red States.

To the characterization of Blue State inhabitants as "latte-drinking," "sushi-eating," etc., it's accurate to add "pill-popping." For pain relief, they overwhelmingly prefer to take analgesics in pill form. However, in many Red States, people choose powders.

The pain-relief powders most popular in the Southeast are branded BC



**Fearless
Phil, G.P.**

racing since 1977, with driver Richard Petty long the company's official spokesman. In honor of "NASCAR dads," Mr. Guinea Pig tried Goody's best-selling product, Extra Strength Headache Powder (24 for \$3.59).

With its blend of acetaminophen,

and Goody's BC Powder was formulated 98 years ago in Durham, N.C., by Messrs. Bernard and Council. The product was introduced 72 years ago in Winston-Salem, N.C., by pharmacist Martin "Goody" Goodman.

These powders have been handed down from generation to generation as the pain remedies of choice. Goody's has been a sponsor of NASCAR

aspirin and caffeine, the classic Goody's powder is equivalent to Excedrin, but there the similarity ends. Open the Goody's box and inside are folded paper rectangles containing measured doses of powder (one reason not to use them publicly in New York is that they look suspiciously like street packaging for heroin, and might get you arrested).

Directions on the box instruct users to "place powder on tongue." Red Staters must be made of strong stuff, since the powder tastes salty, bitter and yucky. Pain relief for a headache took just as long as with a pill: about 20 minutes.

The choice, then, seems to be a matter of packaging. But it raises an interesting question: Does the Red Staters' preference for a potion that leaves a bad taste in the mouth correlate with their voting preferences?