**FOR THE CHARLOTTE OBSERVER**

"Today there is nothing faster... nothing more effective... than good old genuine Bayer Aspirin," says the announcer in one of Sterling Drug Co.'s television commercials.

A combination of pain reliever and a sedative provides greater relief than either medication alone say doctors...

Bayer's professional advertising is backed up by a commercial for Cope, another Sterling headache remedy, which uses aspirin as a pain reliever.

"You headache patients who have lost your strength and you deserve gentle buffers," say the ads for Sterling's Vanquish, which contains buffered aspirin.

In relieving pain, buffered aspirin isn't any faster or gentler than Bayer, other Sterling commercials insist.

If this sounds contradictory to you, it sounds the same way to the Federal Trade Commission (FTC), which included such inconsistencies in a series of complaints it officially filed last week against Sterling and two other major marketers of aspirin or aspirin-combination pills.

**Ad Admissions**

If the FTC has its way, the companies would have to devote 15 per cent of their advertising budgets over a two-year period to admitting such things as: "It has not been established that Anacin is more effective for the relief of pain than aspirin..."

"Bufferin will not relieve nervous tension, anxiety, irritability, or enable persons to cope with the ordinary stresses of everyday life..."

"It has not been established that Bayer Aspirin is more effective for the relief of minor pain than any (standard) aspirin..."

And so on through a list that includes Sterling's Bayer Aspirin, Bayer Children's Aspirin, Cope, Vanquish, and Midol, Bristol-Myers Co.'s Bufferin, Excedrin, and Excedrin PM, and American Home Products Corp.'s Anacin and Arthritis Pain Formula.

Worse than that for the companies, perhaps, is the commission's demand that in all their advertising the companies stop referring to mysterious ingredients like "the strong pain reliever doctors recommend most" or exotic "good brighteners," if they are talking about plain old aspirin as they are in all the complaints about products or about caffeine as they are in Anacin, Cope, Vanquish, Midol, and Excedrin.

Bristol-Myers would have to stop asserting that Bufferin and Excedrin are faster or more effective than aspirin. American Home Products would have to stop saying that Anacin is more effective than a recommended dose of any other painkiller. Claims that Bayer is better than any other aspirin or that Anacin is recommended by many doctors could not be made unless they were true.

The FTC is already satisfied, the complaint said, that these and many other claims are questionable or not based on "reasonable" evidence. Sterling and Bristol-Myers said they would defend the accuracy of their advertising claims.

**American Home did not comment.**

**Long Legal Battle**

All this may add up to an Excedrin headache for the legal departments of the three drug companies, but it doesn't mean fast, fast relief for the confused consumer.

The FTC has been locked in legal battle with the same companies over similar advertising claims for more than a decade. Even if the FTC's latest effort is successful, commission staff predict it will be three to five years before it changes any of the commercials on which each of the companies now spends at least $50 million a year.

The same companies, and the makers of St. Joseph Aspirin, were charged with false advertising in a 1961 FTC complaint that mentioned examples like Anacin's "fast... fast... incredibly fast relief," the claim that "Bufferin acts twice as fast as aspirin," and Bayer's "fastest, most gentle to the stomach relief you can get."

The legal battle was abandoned in 1967 in favor of an attempt to impose a general rule forbidding false advertising of headache remedies. The legalizing of this rule-making procedure had to be fought to the Supreme Court.

The High Court finally gave the FTC the go-ahead in 1970. Three months later the commission decided to abandon the rule-making effort in favor of the case-by-case approach and began investigations aimed at another batch of company-by-company complaints. That investigation resulted in "proposed complaints," translated into official complaints last week.

**First Witness**

Attorneys say it will probably be another year before an FTC "administrative law judge" hears the first witness on the complaints. His decision will probably be appealed to the five FTC commissioners. Their opinion should emerge about 1975. That decision may be appealed to the U.S. Court of Appeals and then to the U.S. Supreme Court.

If the FTC successfully jumps all these legal hurdles, the commission will then be free to ask the Justice Department to proceed against companies that continue to violate the restrictions that the FTC seeks in its complaint. The Justice Department may file suit in a U.S. District Court. If the company loses in that court and later loses its appeal, it will face fines of up to $5,000 for each violation.

**Spring Thing Activities Open**

As the warm weather engulfs us all, students come down with a common disease known as Spring Fever. If you want a sure cure for this ailment, take part in Spring Thing '73.

Activities are open to all students and most of them are free, according to Michael Tucker, co-chairman of the special events committee of the University Union, in a direct attempt to involve everyone.

Activities for Spring Thing '73 will run April 5-7 and include concerts, an all-night coffee house with student acts, comedy entertainment, a bus and a student auction in which students can sell anything they wish.

The schedule for Spring Thing '73 is as follows:

- **Thursday, 7:00-7:30 p.m.** Fair on Russell House patio
- **5:00-7:00 p.m.** bash, with doughnut and coffee on the patio
- **7:30-8:30 p.m.** Student Comics (student-comedy group) on the patio
- **8:30-10:30 p.m.** concert in Township Hall featuring Thresher and Shipley, Jimmy Hoffa, Joanne, Janis, and other folk music groups
- **10:30-12:00 a.m.** coffee house in the Golden Spur in the Russell House

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**REFERENDUM TO BE HELD APRIL 8**

**SGA Constitution**

*Article IV The Judicial*

*Section 2 The Supreme Court*

D-2 Powers and Duties

"Original Jurisdiction of the Supreme Court shall include all cases involving a student government officer who has been impeached, all cases in which a residence area government may be a party against the Student Government of the government of another residence area, and all election disputes resulting from elections conducted under this Constitution."

D-2 shall be amended to read: "Original jurisdiction of the Supreme Court shall include all cases involving a student government officer who has been impeached and all cases in which a residence area government may be a party against the Student Government or the government of another residence area."

D-6 shall be added to Section 2 of Article IV to read: "The Supreme Court shall have appellate jurisdiction in all cases resulting from the elections conducted under this Constitution."

**BACKGROUND:** The Senate passed several bills creating an election board to handle election results, making the process of petitioning quicker and less ambiguous. The referendum simply gives jurisdiction to the board and even if petitioner is unhappy with the board they have the right to appeal afterward to supreme court. The move is by a type of Board has not yet been the supreme court together, not to mention the load the supreme court has already.

**Article III The Legislature**

*Section 3 The Election of Student Senators*

Paragraph C: "The Student Senators of Student Government and all officers appointed by them in the legislative branch shall maintain in good conduct their respective offices for a term of one year from the inauguration of the President in the spring to the inauguration of the new President the following spring."

Paragraph C will be amended to read as follows: "The Student Senators of Student Government and all officers appointed by them in the legislative branch shall maintain in good conduct their respective offices for a term of one year."

**BACKGROUND:** The constitution was written prior to having fall elections for certain senate seats (Ex: off campus freshmen). The referendum simply clears up the period of time a senator will serve.

The referendum will be held Wednesday April 8. To participate in the referendum you must present your I.D. card to a poll worker who will check your name off a computer sheet, then sign for the referendum ballot on a sheet of paper at the polls. The polls will be open from 9 a.m.-5.p.m. Polls will be located at:

1. (Russell House—Golden Spur for all off campus student and residents of the Roost, Preston, Woodrow Tenements (Horse-shoe), married students housing)
2. (Capstone)
3. (Bates)
4. (South Building for South Tower, South Building and Women's Quadangle.)
5. (Towers)

The election commission urges everyone to vote in the referendum.