

public, especially with respect to over-the-counter drugs or cigarettes.

For example, here is a beautiful girl standing out in driven snow puffing on a cigarette suggesting that the smoke going into her lungs is just as clear as the air on top of the driven snow. And here is Miss Lung Cancer. Every time she talks about how she loves her cigarette, "me and my Winstons," and that sort of thing, it suggests that you are going to be more attractive or beautiful, or that the girl might give you a date if you will smoke that cigarette. To suggest that it will make you sexier, more desirable, and more attractive, if you smoke this one product or another is, to me a disgrace to America. If we will permit the Federal Communications Commission to do what their conscience requires, they will put a stop to this type of advertising.

These ads on aspirin also are getting pretty ridiculous. For example, they say—this particular product has twice as much pain killer as aspirin—what does this mean, really?

Dr. ADRIANI. It doesn't mean anything to anybody, it is just a meaningless term. You cannot measure pain.

Senator LONG. It says it has twice as much pain killer—I would like to find out how they justify that kind of thing. I think you will find that that same company manufacturers two aspirin tablets, one, two and a half grains, and the other five grains. When they say this one has twice as much pain killer as ordinary aspirin, do they mean the big capsule?

I think that is what they mean.

And then they say that this gets into your bloodstream more quickly. Would you mind explaining that? How does one kind of aspirin get into your bloodstream quicker?

Dr. ADRIANI. It depends on whether you take that aspirin before or after you eat. How fast it gets into your blood stream depends upon the state of your stomach, how much acid is in it, how much fluid, how much food—no one knows how fast it gets in there. Both you and I could take the same aspirin tablets, and maybe my blood level will go up quicker than yours, even though we both have empty stomachs. No two people are alike.

Senator LONG. Is Anacin an APC tablet?

Dr. ADRIANI. That is right.

Senator LONG. If you were to decide whether to give a patient an aspirin tablet or an APC, what would be the factors upon which you would make your decision?

Dr. ADRIANI. Some people cannot tolerate aspirin, it bothers their stomach. And this does not. Otherwise I would give him the aspirin, because there is some question about the phenacetin producing injury to the kidney. We know aspirin does not. The best thing you have for people with arthritis is aspirin.

And getting back to aspirin, you see it advertised as St. Joseph's Aspirin or Bayer's Aspirin. This is perfectly all right, because both firms are selling aspirin, and one is saying that ours is better than another's. You believe it, just like you believe Campbells soup tastes better than Heinz's. If you want to believe that, that is fine.

Senator LONG. But aspirin is aspirin and APC has phenacetin and caffeine in it?