

It will be clearing and cold this weekend with the high in the mid-30s and the low near 20.

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CHapel Hill, N.C.

Winter sports

Skiing, skating, movies, other entertainment can be found in this week's Weekender, inside today's Tar Heel.

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## Despite federal approval, cheaper drugs may not be good substitutes

By DAVID SNYDER  
Staff Writer

A new model drug law proposed by the federal government that would permit pharmacists to give customers lower-priced generic drugs even if a physician had prescribed an expensive brand-name product could save consumers big money, but some local pharmacists and drug manufacturers say that the cheapest way isn't always the best.

To encourage pharmacists to dispense the lower-priced drugs, the Food and Drug Administration published a list of 5,000 prescription drugs it found to be safe and effective and listed 40 percent of those drugs as generic versions that are medically equivalent to their brand-name counterparts.

The Pharmaceutical Manufacturers Association, which represents most of the nation's big-name drug companies has argued that the proposal would "do little or nothing for consumer savings" and

erode research efforts in the prescription drug industry.

Dr. Albert Mattocks of the UNC pharmacy school said that the FDA's list insures that the drugs have been tested for "bio-equivalency." That is, they meet the drug dosage standards set by U.S. Pharmacopeia.

But the list does not insure the generic drugs have the same level of bio-availability. That is, because of the way they are formulated, some generic drugs are not absorbed into the bloodstream as readily as their higher-priced counterparts, Mattocks said.

Before a company can manufacture a drug, it must convince the FDA that the drug is chemically equivalent to the drugs of that type that are already on the market. Often, the manufacturer will run a successful batch test only after many other batch tests have failed. Yet, if one batch test, the test for bio-equivalency, proves successful, the company can then claim its drug is equal to the brand-name

Drug costs: generics vs. brand names					
Generic name	Brand name	Dosage	Cost Per 100 pills		
			Generic	Brand	
Digoxin	Lanoxin	0.25 mg	\$1.90	\$2.90	
Hydrochlorothiazide	Hydrodiftiril	25 mg	\$4.40	\$6.96	
Tetracycline	Sumycin	250 mg	\$4.48	\$7.24	
Penicillin VK	V-Cillin-K	250 mg	\$5.92	\$11.80	
Erythromycin	Erythrecin	250 mg	\$9.60	\$18.84	
Ampicillin	Omnipen	250 mg	\$7.80	\$12.76	
Chlorpheniramine	Chlortrimeton	4 mg	\$2.64	\$4.97	
Chlordiazepoxide	Librium	10 mg	\$3.44	\$10.88	

versions already on the market and the FDA will grant them license to manufacture it, Mattocks said.

However, there is no guarantee that the next batch the company produces will be equivalent, or safe, Mattocks said.

"It all depends on the reputability of

the drug company—the amount and the frequency of research testing the company does on its product." As a result, most people trust the big companies and the brand-names, he said.

One of the most widely used drugs is Lanoxin, a drug administered to heart

patients. If a doctor prescribes Lanoxin, a druggist can sell customers a bottle of 100 .25 milligram tablets for about \$2.90. Under the new law, a druggist could sell the customer a cheaper generic brand, SK Digoxin, without the doctor's approval for about \$1.90.

But some patients have suffered adverse effects when they switched from Lanoxin to the cheaper generic drug, said John Woodard, pharmacist at Sutton's Drug Store in Chapel Hill.

A spokesperson for Burroughs-Wellcome Corp. in the Research Triangle Park, which manufactures Lanoxin, said the company spent over \$400,000 since 1972 to continue research of Lanoxin. The company has invested \$5 million in the equipment that manufactures it. The almost \$3 profit margin the company gets over the wholesale price of most generic digoxins goes into this research and into research on new drugs, said Jan Tanner, media-relations representative for Burroughs-Wellcome.

Smith, Kline and French Corp. of Philadelphia manufactures the lower-priced SK Digoxin.

The company refused to say how much it spends on research and equipment.

But Woodard said that if a patient is not buying potent medication—if it's not a life and death matter for him to buy the most reputable drug—he will probably do well to ask his pharmacist about generic drugs.

For instance, doctors often prescribe tetracycline, a widely used antibiotic for acne. The brand name drug, Sumycin, costs \$7.24 for a bottle of 100 250 mg capsules.

A comparable bottle of the generic version costs \$4.48. But, Woodard said, one of the drawbacks of the new law is that it would allow a pharmacist to sell you the cheaper-by-wholesale generic for the same price as the brand-name and keep the profit.

"That would defeat the whole purpose," he said.



## Duplication report correct, Hunt says

By JOAN BRAFFORD  
Staff Writer

Gov. Jim Hunt said Thursday the state's predominantly black educational institutions have been treated unfairly and the situation must be corrected even if traditionally white institutions suffer as a result.

"We have not treated them (black institutions) fairly in the past," Hunt said. "They have not received their fair share of funds. They do many things very well and they can do many more if we give them financial support."

"This may mean that at times other institutions don't get the help they want when they want it," Hunt said.

Speaking before the UNC Board of Governors, Hunt briefly discussed the University's duplication report to the Department of Health, Education and Welfare and said he is satisfied with its conclusion that there is no unnecessary duplication of degree programs among the 16 campuses in the system.

"As governor, I agreed with those conclusions and forwarded them to Washington. I spoke briefly with President Carter and Califano. We're making tremendous progress," Hunt said.

He praised the university system and the work being done on its campuses. "We in North Carolina aren't satisfied with being ordinary. We want to be the best or as close to it as we can be. And this university fits that mold. This University is one of, if not the greatest, assets we have," he said.

Praising what he called the N.C. Plan—the university system—Hunt said, "We've had groups come from all over America to see whether or not they can do the same thing."

"In many areas we're the best in the country, in others we're close, and in others we could and should be," he said.

Hunt said that education needs to begin with children when they are very

young. He said that sometimes children in first and second grade are so lost that no one can help them. "A child can't get into the university unless he has an adequate opportunity in those early years."

"We have been rudely awakened by the results of the competency tests. This is the first time we've had that information," he said.

The university makes an important economic contribution to the state

through its research, Hunt said. "The research that is done on our campuses contributes literally millions of dollars to our economy."

"In the two years I've served as governor, we have doubled the amount of new investments. In 1976, we had our first billion dollar year," Hunt said.

Earlier Thursday he had announced that new investments in the state totalled a record \$2.2 billion. "I doubt if any state in America has that record," Hunt said.

## Civil rights lawyer urges HEW to cut funds to UNC

WASHINGTON (AP)—A civil rights attorney has urged the Department of Health, Education and Welfare to cut off federal funds to the 16-campus University of North Carolina system, saying that North Carolina is conducting "massive resistance to desegregation in higher education."

Joseph L. Rauh Jr., head of the firm handling the NAACP Legal Defense and Education Fund Inc.'s suit involving UNC, said in a letter to HEW Secretary Joseph Califano that UNC's statement that no unnecessary duplication exists between neighboring black and white colleges in the system "is an incredible defiance of the law of the land."

HEW has not taken formal action on the UNC duplication study filed last month, but according to unconfirmed reports, an HEW source said earlier this week that HEW will reject the plan.

"The time has long since come to quit negotiating with North Carolina and to defer federal funds," Rauh said in the letter.

"Not only is your own credibility as

secretary on the line, but we are back to the days of nullification and massive resistance. Action, not words, is needed now."

Rauh said that the Leadership Conference on Civil Rights called on HEW last month "to commence forthwith administrative enforcement and deferral" of UNC funding.

He said the conference met with Califano Oct. 31 and "complained that HEW had repeatedly continued to negotiate when deferral of federal funds was clearly called for."

UNC agreed last spring to general desegregation guidelines, including an agreement to merge unnecessary duplicative programs, after HEW took steps to withhold any new federal funds from the UNC system.

UNC began a study of duplicative programs on campuses in the Piedmont Triad and the Research Triangle. On Dec. 8, the UNC Board of Governors reported that it found no unnecessary duplication in the more than 100 programs studied.



Gov. Hunt (right) addresses Board of Governors in Chapel Hill Thursday

## Over UNC press building Temple says court suit not likely

By MIKE COYNE  
Staff Writer

The University and the Town of Chapel Hill may have to go to court to settle a dispute over construction of the UNC Press Building, town officials say. John Temple, University vice chancellor for business and finance, says he doesn't foresee a court battle.

The dispute between the town and the University centers on construction of the Press Building in the Battle Park neighborhood. The neighborhood is in both the town's and state's historic district. Residents of the area are worried the proposed building will ruin the neighborhood's historical character.

In late October, the town's Historic District Commission denied the

University a certificate of appropriateness to build on the Battle Park site. According to town ordinance, the Historic District Commission's certificate is required before construction can begin on any site within the historic district.

Last week, however, in an opinion solicited by University officials, Deputy Attorney General Andrew Vanore said the University does not have to secure the Historic District Commission's certificate. Acting on this opinion, Temple last week announced the University would begin accepting bids for construction of the Press Building.

Temple said Thursday bids would be accepted through late February and construction probably will begin six to eight weeks after bidding is closed.

While town officials would not say what the town will do if the University does begin construction of the building, they did say legal action is the primary option available to block the building.

Assistant Town Attorney David Drake said the town can either take the building issue to court or ask the University to postpone construction until comprehensive zoning ordinance revisions currently under consideration are completed.

"As a practical matter (legal action) is probably the best way because it provides public discussion for the matter, and both (the town and University) can get their side heard," Drake said.

"The Attorney General's opinion is just

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## Hypnosis not hocus-pocus; useful in psychotherapy

By CHERYL CARPENTER  
Staff Writer

"Concentrate on a point just above eye level until you feel comfortable closing your eyes. Just relax and listen to my voice."

As I listened to the psychologist's soothing voice, I stared at the "U" in "University" on the diploma on her office wall and told myself I wasn't nervous. The brown velvet chair engulfed me. My muscles went limp. My head drooped to one side.

Joan Scagnelli, a practicing psychologist in Chapel Hill and a prominent clinician, agreed to hypnotize me. She introduced me to hypnosis much like she begins initial sessions with patients.

"Let the sensations run through your feet to your legs, trunk, chest, arms and shoulders," Scagnelli said slowly. "Anxieties and worries about the day should drain from your body as you exhale."

After I was sufficiently relaxed and involved, Scagnelli asked me to remember a pleasant place for relaxing, maybe at the beach or mountains. There was no hocus-pocus. I was in control and heard every sound on the street outside the drawn shades of her office window. The hypnosis, which lasted about 15 minutes, ended when I took three deep breaths. I felt as refreshed and relaxed as if I had taken a quick nap.

Using hypnosis for relaxation is only one of its therapeutic benefits. Case studies have shown it helps addicted smokers stop smoking and compulsive eaters control their appetites. The varied uses of hypnosis, particularly as an anesthetic and in psychotherapy, have increased its popularity and credibility among several medical professions.

How does hypnosis work? No one knows for sure. There is no conclusive research on what happens to a person physically. There are probably as many theories as there are psychologists.

Harold Corter, a psychologist at NCSU, has been using hypnosis for 25 years in his clinical practice.

"Meditation, acupuncture, biofeedback and hypnosis are all based on relaxation," Corter explained. "They all are very suggestive of one another, but no one knows exactly what goes on during these practices."

Hypnosis reminds me of the state between waking and sleeping. I call it going to the movies; you're just detached and floating. I once had a businessman who used our sessions as an unwinding period at the end of his working day. It was like his cocktail before dinner."

Shirley Sanders is a psychologist at UNC who teaches a hypnosis course in the School of Medicine and is the incoming secretary of the American Society of Clinical Hypnosis.

Sanders and Scagnelli object to hypnosis being related to any sleeping stage. "It's a state of heightened vigilance," Sanders said. "You're more awake than you usually are, and your imagery is very vivid. It's a pleasant experience that my clients seem to enjoy and find refreshing."

Scagnelli explained that concentrating on a specific range of material and blocking out other perceptions is similar to a hypnotic trance. It is an altered state of awareness.

"For example, some people become so wrapped up in their work that they block out other perceptions," she said. "If you're driving and you reach your destination,



Joan Scagnelli

but you don't know how you got there, you've been in somewhat of a trance."

"It's common experience, but it's not common for people to be in control of it. With hypnosis, one learns to use the trance for what he needs."

The ability to be hypnotized varies with each person, depending on the problem and the results the person wants to achieve. Scagnelli says she believes that every person has the potential to be hypnotized. It just takes motivation and concentration.

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## Tobacco report reaffirms danger of cigarette smoke

WASHINGTON (AP)—Fifteen years after the nation was warned about cigarettes and lung cancer, the surgeon general declared on Thursday there is overwhelming evidence linking smoking to heart disease and other fatal and disabling illnesses.

But the report offered no breakthroughs in medical evidence and researchers said they still have not found an easy way for people to quit smoking.

Surgeon General Julius B. Richmond declared that the report, based on a review and reappraisal of 30,000 studies on smoking, "clearly illustrates that cigarette smoking is far more dangerous to health than we believed in 1964."

The new report came on the 15th anniversary of the famous surgeon general's report that linked cigarettes to lung cancer in men and led to warnings on cigarettes.

Health, Education and Welfare Secretary Joseph A. Califano Jr. said the latest report confirms that smoking can cause "lung cancer in women, cancers of the mouth, esophagus and bladder, and virtually every kind of heart disease...which is the No. 1 killer in our nation."

Califano predicted the report would "spawn a new look at the warning label on cigarette packages" that would require action by Congress. The report offered no suggestions or specific recommendations

for rewriting the current warning that "the surgeon general has determined that cigarette smoking is dangerous to your health."

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Richmond sounded special warnings to women, whose lung cancer rates have tripled since 1964. Califano said in the next year, "we intend to reach every expectant mother in the nation with a medical warning about the potential risks posed to her baby if she smokes."

Although it was styled as the second surgeon general's report on smoking, HEW actually has sent 10 shorter reports to Congress on smoking and health in the past 15 years, including one last October that concentrated on increasing lung cancer among women.

Richmond warned if those lung cancer rates continue, the disease will overtake breast cancer by 1983 as the leading cause of cancer deaths among women.

The Tobacco Institute attacked the report in advance on Wednesday as more rehash than research. It characterized ex-smoker Califano as an anti-smoking zealot and issued its own 168-page report saying the "preoccupation with smoking may be both unfounded and dangerous...because evidence on many critical points is conflicting...and it diverts attention from other suspected hazards."