

Memorandum

*For Dr Ross'
call*

*FTC-
E66*

April 19, 1974



TO: Drs. Blackburn, Bierman and Mueller
FROM: Dolph Chianchiano
SUBJECT: National Commission on Egg Nutrition
Amendment to my letter of April 18, 1974

Our very latest information is that the Commission on Egg Nutrition (NCEN) is again running the "Sexy Egg" advertisement. This time it has appeared in the Chicago Tribune. In addition, this time it carries wording to the effect that there is "no scientific proof" of a relationship between eggs and heart disease, rather than the original formula, "no scientific evidence".

The Federal Trade Commission would like to add this latest advertisement to their complaint against NCEN on the basis that it is as equally misleading to the public as the original copy.

Dr. Ross and I would like to know whether we should include the "no scientific proof" advertisement in our affidavit and whether the F.T.C. should include it in their complaint.

cc: Richard S. Ross, M. D.
William W. Moore
James Lowe