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FEDERAL TRADE COMMISSION  
WASHINGTON, D. C. 20580

1-14-74  
To Mtg folder  
after H.B.

BUREAU OF  
CONSUMER PROTECTION

January 10, 1974

Dr. Harold Blackburn  
Department of Physiological Hygiene  
University of Minnesota Medical School  
Minneapolis, Minn. 55455

Dear Dr. Blackburn:

My colleague Lynne McCoy and I look forward to seeing you at 8 AM, Wednesday, January 16. As I mentioned to you on the phone, we will also be discussing various aspects of the cholesterol-heart disease issue with Drs. Paul, Stamler, Connor, McGill, Steinberg and Ross. It is our hope to speak with at least one leading expert in each basic area of medicine relevant to the cholesterol controversy before making our recommendation to the Federal Trade Commission about what legal action to take with regard to the advertisements of the National Commission on Egg Nutrition.

I have enclosed with this letter copies of the National Commission's advertisements and their promotional pamphlet. I will be interested in any comments you may have on these materials, but especially on issues they may raise with regard to the validity and relevance of the Framingham study and other epidemiological research; and about your view of the responsibility of government agencies and advertisers in dealing with the public on the cholesterol controversy in the light of currently available scientific evidence. I will also be grateful for any bibliographical materials or references you may have.

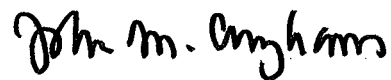
Thank you for your kindness in making yourself available to myself and Ms. McCoy on the 16th. If you should wish to

Dr. Harold Blackburn

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contact either of us between now and the 16th, my number is 202-962-4881; Ms. McCoy's is 202-962-4463.

Sincerely,

A handwritten signature in black ink, reading "John M. Cunningham". The signature is written in a cursive, slightly slanted style.

John M. Cunningham  
Attorney