

*make
address cards -*

March 11, 1974

Mr. Lewis A. Engman, Chairman
Federal Trade Commission
6th & Pennsylvania Avenue
Washington, D.C. 20580

Dear Chairman Engman:

With regard to the series of advertisements being published widely by the National Commission on Egg Nutrition, and other radio and printed campaigns, I send this response.

The Laboratory of Physiological Hygiene of the School of Public Health of the University of Minnesota has for 25 years been engaged in the study of the relationship of diet composition to serum lipids, and, in turn, of serum lipids to the risk of coronary heart disease. This link is firmly established by experimental and empirical evidence in man.

Some of the Egg ads are factually correct in their claims, but are misleading. Some, I believe, are factually incorrect. I sympathize with the need to protect vital industries, but strongly protest the erroneous, misleading, and possibly fraudulent claims in the ads of several egg industry groups.

We of this laboratory favor an injunction against these ads and a full review of their nature and intent. We have provided our detailed reasoning to lawyers of your agency.

Sincerely,

Henry Blackburn, M.D.
Professor and Director

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