

APR 29 1974

FEDERAL TRADE COMMISSION
WASHINGTON, D. C. 20580

BUREAU OF
CONSUMER PROTECTION

April 23, 1974 *sk, su*

Dr. Henry W. Blackburn
Department of Physiological Hygiene
University of Minnesota Medical School
Minneapolis, Minnesota 55455

Dear Doctor Blackburn:

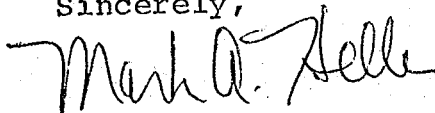
On March 27, 1974 the National Commission on Egg Nutrition (NCEN) republished their "Sexy Egg" advertisement in the Chicago Tribune. As you will note the only significant alteration in the advertisement's copy is the substitution of the word "proof" for the word "evidence".

It is our belief that this change does nothing to alter the advertisements basic representation i.e. its meaning to the consuming public, and therefore, we will continue to proceed as planned, except that the enclosed advertisement will also be included in our injunction papers to the District Court in Chicago.

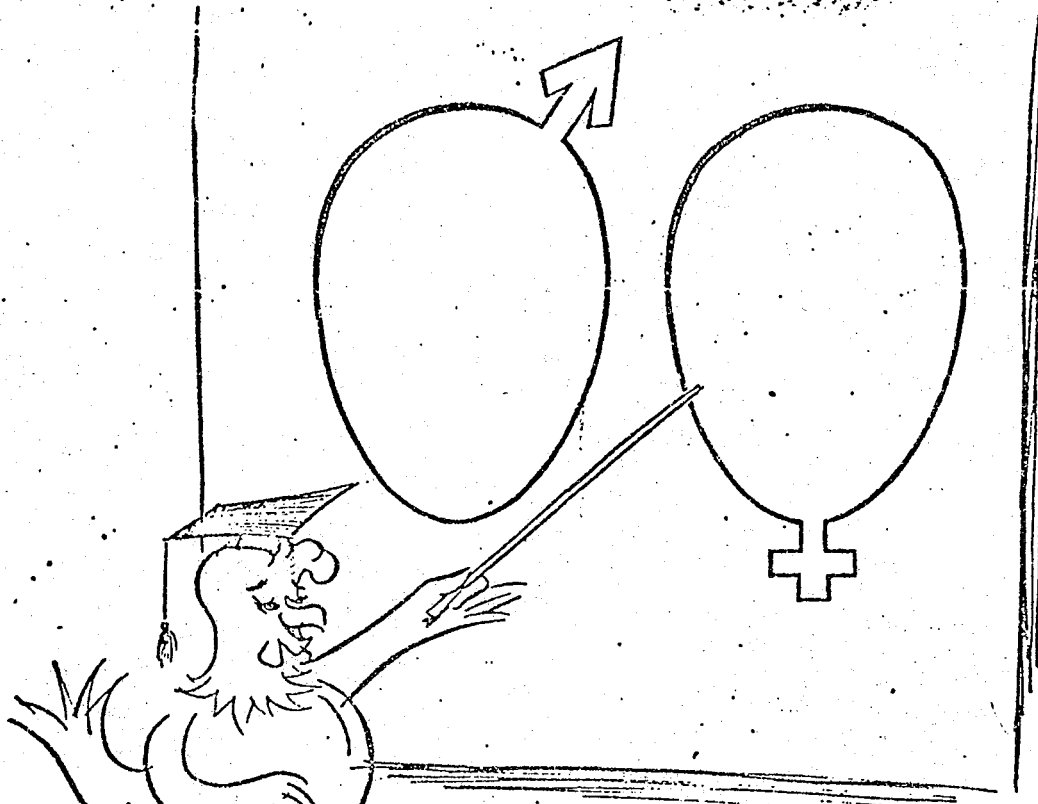
Please consider the enclosed advertisement when reviewing the affidavits sent you and make the appropriate changes you deem necessary. If the alteration in the advertisement's copy creates any problem for you, please contact me as soon as possible (202-962-4463).

Thanks again for your cooperation; we greatly appreciate your expenditure of both time and effort.

Sincerely,



Mark A. Heller,
Attorney.



The 'Sexy' Egg

You've been meaning to start on that diet because you're somewhat overweight but you are awfully fond of many foods you shouldn't eat. And smoking... you know you should give up cigarettes but it is hard. And you probably should cut back on drinking somewhat too.

It sort of reminds one of the old saw, "Everything I like is either illegal, immoral or fattening" — and makes one wonder what's next! What's "next" — in fact, it's "now" — is that there are those who may advocate — some even for profit — cutting down on eggs because of their cholesterol content. So we thought we'd offer a few facts about what people are being asked to give up "now."

1. Cholesterol is the building block of sex hormones.
2. Cholesterol is needed for the nerves to transmit their impulses throughout the body.
3. Cholesterol is essential for life for every cell in the body.
4. The less cholesterol one eats, the more cholesterol the body produces because a person's system needs cholesterol.
5. The normal person's body will eliminate just about the same amount of cholesterol as that eaten.
6. Eggs contain cholesterol — as do all foods of animal origin — and are the richest source of protein in human nutrition.

There is absolutely no scientific proof that eating good, wholesome, fresh eggs — nature's miracle in a shell — increases the risk of heart attack. We follow these matters very closely because we're vitally concerned with health and good, natural nutrition.

We'll be pleased to share the facts with you in the form of a new booklet. Just fill out the coupon on the left and send it to us. If you'd like us to send a booklet to someone else — a friend, relative, your physician, your child's teacher — fill out the coupon on the right. As we've said before, left or right, you're in good shape with eggs.

NATIONAL COMMISSION ON EGG NUTRITION

FOR YOU

NCEN
205 Touhy Avenue
Park Ridge, Illinois 60068

☐ Please send me your booklet.

Name _____

Address _____

City _____

State _____ Zip _____

FOR SOMEBODY ELSE

NCEN
205 Touhy Avenue
Park Ridge, Illinois 60068

☐ Please also send a booklet to

Name _____

Address _____

City _____

State _____ Zip _____

