

11-18-77

San Francisco vs. Wheaties Over Champion's Breakfast

SAN FRANCISCO, Nov. 17 (UPI) —San Francisco District Attorney Joseph Freitas Jr. filed suit Wednesday in superior court charging that Wheaties advertising featuring a testimonial by Bruce Jenner, the Olympic decathlon champion, was unsubstantiated.

The suit attacked television and packaging statements that Jenner "downed a lot of Wheaties," known as the "Breakfast of Champions," in preparing for the 1976 Olympics and that "a good breakfast with Wheaties has always been important to me."

The District Attorney's office said General Mills, the cereal's manufacturer, has been repeatedly asked to

substantiate the advertising claims and has not done so.

Under California law, if the court finds the advertising to be false and misleading, it can issue an injunction against further such advertising in the state.

And if false and misleading statements are made, the law provides that disclaimers subsequently be published on packages. Civil penalties of \$2,500 for each violation may also be imposed.

Freitas said, "Deceptive nutritional claims and misleading endorsements for food are a serious contribution to the poor nutrition of many persons in our society."

The suit named General Mills and its New York advertising agen-



BRUCE JENNER

... testimonial questioned

cy, Dancer, Fitzgerald and Sample, as defendants. Jenner was not named as a defendant.

CENTER for SCIENCE in the PUBLIC INTEREST

1757 S Street, Northwest; Washington, D.C. 20009 - (202) 332-4250

November 8, 1977

Michael Jacobson
1755 S Street, NW
Washington, DC 20009

Dear Mike:

In reference to your letter of November 3rd, there is a misunderstanding. I fully intend to see an explicit agreement reached on the Doubleday book series which will allow the proper use of revenues which accrue to the people who have worked on these books and our research needs. It is not proper to burden Angela Cox with some sort of renegotiation of the contracts which she has helped with in the past. This is an internal matter and should for the good of the Center be so handled. I stated that we can only make this explicit agreement after the other business matters are negotiated.

My writing of checks at the Center have never been called into question. A serious ethical matter does arise in this regards, and that is some sort of restriction on my accessibility to these funds. I will take all proper steps to insure that our research is not hindered and that those funds go to the person^s who deserve and have earned them.

I fully intend to use the name of Center for Science in the Public Interest in all matters dealing with that Center. When this demands the use of stationery I will use the proper materials; when it regards press releases and other such actions the procedures of the past will be honored and this will be done in the same responsible manner I have always practiced. Again, any steps by you to hinder that practice will only work to the detriment of public interest in general and the Center in particular.

Pertaining to you phone call today, I only think it is proper to see the full text of the letter being sent prior to the time of its sending so that I can see in what context my name is being used. If this is not observed and there is a misunderstanding resulting from the letter there will be a need to go back to the people and make corrections.

Sincerely,



Al Fritsch

Ad Age 11-14-77

General Mills trying out fresh vegetable venture

MINNEAPOLIS—General Mills has done store tests here on a line of fresh vegetables, such as leaf and bibb lettuce. The items are grown hydroponically (in fertilized water), which affords a 12-month growing season. The bagged produce did not identify the company; the brands Salad Basket and Kitchen Harvest reportedly are being used. General Mills declined to discuss the new venture.

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