

MEMO FROM
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GENETICS DEPARTMENT
STANFORD UNIVERSITY
STANFORD, CALIFORNIA

TO: Dr. Gordon TX
MacDonald RC
Environmental RO
Quality Council

The White House

2-13-70

Dear Gordon--

First, CONGRATULATIONS
to you and to the rest of us!

May I suggest 1 task now: to get the
FTC to take a serious interest in
dubious advertising that attempts to ride
the environmental bandwagon. Nothing will
be more injurious than the inevitable
Public cynicism that will develop in
reaction to overstated claims -- like
what you may already have seen for
SOCAL's F-310 (another detergent,
I believe a ~~pxi~~ poly (amino-butane)).

