

## A Thousand Years Ago A Romance of the Orient



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### ***Reviews***

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(Derick Brekke)*

## A THOUSAND YEARS AGO A ROMANCE OF THE ORIENT

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RareBooksClub. Paperback. Book Condition: New. This item is printed on demand. Paperback. 54 pages. Original publisher: Washington, DC : Bureau of Economics, Federal Trade Commission, 2005 OCLC Number: (OCoLC)85277019 Subject: Advertising -- Food -- United States. Excerpt: . . . The last paragraph of the Fact Sheet describes this gap in the literature and its implications. The wording is quite strong, which seems appropriate in view of the inconsistent results of the shorter-term serum cholesterol studies. 3. Planters Peanuts Treatment As shown in Figure 6, the study included one widely-distributed ad for Planters Peanuts that was devoted exclusively to the possible heart-health benefits of peanuts. At the time the ad ran, FDA had tentatively approved the following qualified health claim for peanuts: Scientific evidence suggests but does not prove that eating 1.5 ozs per day of most nuts, such as dry roasted peanuts, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. FDA intended this language to communicate a weight-of-the-evidence or level B standard, which would be the first level of qualification below the approved unqualified claims supported by significant scientific agreement. The Mr. Peanut ad included this language verbatim, but preceded it with the following language in much larger print: Studies indicate a handful of nuts a day can be good for your heart. Finally, a reason to love science. The ad also placed a heart symbol behind the Planters name logo. C. Interview Process and Questionnaire Design Potential respondents were approached while shopping and asked to answer a series of screening questions to determine eligibility. Subject to gender and age quotas, consumers were eligible if they passed the usual check for any family employment that would constitute a conflict of interest ( such as employment by a marketing...



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