

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION

	)	
In the Matter of	)	
	)	
CAMPBELL MITHUN LLC,	)	<b>DOCKET NO. C-4043</b>
a corporation.	)	
	)	

COMPLAINT

The Federal Trade Commission, having reason to believe that Campbell Mithun LLC, a corporation ("respondent"), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, alleges:

1. Respondent Campbell Mithun LLC is a Delaware corporation with its principal office or place of business at 222 South Ninth Street, Minneapolis, Minnesota, 55402.
2. Respondent, at all times relevant to this complaint, was an advertising agency of Interstate Bakeries Corporation and prepared and disseminated advertisements to promote the sale of Wonder Bread. Wonder Bread is a "food" within the meaning of Sections 12 and 15 of the Federal Trade Commission Act.
3. The acts and practices of respondent alleged in this complaint have been in or affecting commerce, as "commerce" is defined in Section 4 of the Federal Trade Commission Act.
4. Respondent has prepared and disseminated or caused to be disseminated advertisements for Wonder Bread, including, but not necessarily limited to, the attached Exhibit A. These advertisements contain the following statements and depictions:
  - A. "PROFESSOR WONDER: Moms know calcium helps build strong bones. But did you know it helps build strong minds, too? \* Neurons in your brain need calcium to transmit signals. Without it, they can be, well, a little slow. [Inside Missy's brain, Professor Wonder sees tired neurons that have obviously not gotten enough calcium] Let's see what happens when you give them soft, delicious Wonder Bread. [Professor Wonder, with the help of Mom,

constructs a demonstration that will allow Missy to get her calcium.] A good source of calcium with vitamins and minerals.

WOMAN: [After Missy takes a bite of her sandwich, Mom directs Missy to do her homework in order to show how well the calcium worked. Professor Wonder looks into her brain again.] Missy, go do your homework. [Inside Missy's brain we see

9. The acts and practices of respondent as alleged in this complaint constitute unfair or deceptive acts or practices and the making of false advertisements in or affecting commerce in violation of Sections 5 and 12 of the Federal Trade Commission Act.

THEREFORE, the Federal Trade Commission on this sixteenth day of April, 2002, has issued this complaint against respondent.

By the Commission, Commissioner Anthony recused.

Donald S. Clark  
Secretary

SEAL: