

STIPULATIONS

DIGEST OF STIPULATIONS¹ EFFECTED AND HANDLED THROUGH THE COMMISSION'S BUREAU OF STIPULATION²

2867.³ Soaps and Dentrifice—Unique Qualities, Composition, Effectiveness, etc.—This stipulation has been amended so that it now reads:

Colgate-Palmolive-Peet Co., a Delaware corporation, and Kirkman & Son, Inc., a Delaware corporation, a wholly owned subsidiary of Colgate-Palmolive-Peet Co., engaged in the sale and distribution of soaps and toilet goods in interstate commerce, in competition with other corporations and with individuals, firms, and partnerships likewise engaged, entered into the following agreement to cease and desist from the alleged unfair methods of competition in commerce as set forth therein.

Colgate-Palmolive-Peet Co. and Kirkman & Son, Inc., and each of them, agreed that in connection with the sale and distribution of their products in commerce as defined by said act, they will cease and desist from representing, directly or otherwise, by assertion or by implication:

(a) That Palmolive soap contains special protective qualities all its own or not present in any other soap or soaps;

(b) That such soap "protects" the skin against the loss of natural or "youth giving" oils, or has a "protective" lather;

(c) That the use of Palmolive soap will keep the skin young or prevent "middle age" skin; or that it is efficacious in retarding the natural aging of the skin;

¹The digests published herewith cover those accepted by the Commission during the period covered by this volume, namely, July 1, 1949, to June 30, 1950, inclusive. Digests of previous stipulations of this character accepted by the Commission may be found in vols. 10 to 45 of the Commission's decisions.

²Under a reorganization of the Commission's internal structure, effective June 1, 1950 (see annual report for that year at p. 6), the former Bureau of Trade Practice Conferences and the Bureau of Stipulations were consolidated into the Bureau of Industry Cooperation, and a Division of Stipulations was created, under said Bureau, to handle such work.

For an account of a prior reorganization, effective August 12, 1946, under which the Division of Stipulations, then created, was charged with the handling of all matters considered appropriate for settlement by stipulation, including both such matters as had theretofore culminated in the false and misleading advertising stipulations effected through the Commission's Radio and Periodical Division, as it theretofore functioned, and those theretofore effected through the Trial Examiner's Division, see footnote in Volume 45 at p. 845.

³Amended, See 31 F. T. C. 1630.

