



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Advertising Practices

May 24, 1996

Mr. Paul A. Franz
Associate General Counsel
The Procter & Gamble Co.
Legal Division
1 Procter & Gamble Plaza
Cincinnati, OH 45202-3315

Re: Procter & Gamble Co. - Pringles (I02 9423319)

Dear Mr. Franz:

The Federal Trade Commission has conducted an investigation involving possible violation of the Federal Trade Commission Act by Procter & Gamble, through use of false and misleading advertising as to Pringles Right chips.

Upon further review of this matter, it now appears that no further action is warranted by the Commission at this time. Accordingly, the investigation has been closed. This action is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take further action as the public interest may require.

Very truly yours,

C. Lee Peeler
Associate Director
Division of Advertising Practices