
IN THE MATTER OF
AMERICAN HOME PRODUCTS CORPORATION

ORDER, OPINION, ETC., IN REGARD TO THE ALLEGED VIOLATION OF
THE FEDERAL TRADE COMMISSION ACT

*Docket 8641. Complaint, Aug. 28, 1964—Decision, Dec. 16, 1966**

Order requiring a New York City manufacturer of “Preparation H” ointment to cease falsely representing in its advertising that its product will

*Modified on July 15, 1969 and June 9, 1970.

FINAL ORDER

The parties having entered into a stipulation filed on May 27, 1966, providing, *inter alia*, that: the case would be submitted to the Commission on the record in Docket 8641, *American Home Products Corporation* (p. 1524 herein] and such other facts and records as provided for in said stipulation; that the facts applicable to the case support the stipulation that the advertisements in the case had no significantly different effect upon readers or hearers from the effect of the advertisements in *American Home Products* and that the effect of the use of respondent's preparation is not significantly different from the use of American Home Products' preparations; that to the extent that respondent's advertisements differ significantly from those in *American Home Products*, the Commission may, in its order disposing of this proceeding, include appropriate provisions to take into consideration such differences; that respondent waives any intervening steps before the hearing examiner; that the Commission may, on the basis of this stipulation, the advertisements attached thereto and the record in *American Home Products*, issue such order as it deems necessary in the public interest and that the record on which the Commission is to make its disposition of this proceeding is limited to the record at the time this stipulation is filed; and the Commission having rendered its decision and issued its Opinion herein;

Now therefore, on the basis of said stipulation and attachments, the pleadings herein and the record in Docket 8641, *American Home Products Corporation* [p. 1524 herein], it is hereby

Ordered, That the attached Findings of Fact, Conclusions and Order be and they hereby are entered and issued by the Commission in final disposition of this proceeding.
