

STIPULATIONS

DIGEST OF STIPULATIONS¹ EFFECTED AND HANDLED THROUGH THE COMMISSION'S DIVISION OF STIPULATIONS²

0450.³ Medicinal Preparation—Therapeutic Qualities and Composition.—Plough, Inc., a Delaware corporation, with its principal office and place of business located in Memphis, Tenn., engaged in the business of offering for sale and selling in commerce, a medicinal preparation designated "C-2223," entered into an agreement that it will cease and desist from disseminating or causing to be disseminated, any advertisement for the aforesaid product, or any other product of substantially the same composition or possessing substantially the same properties which represents:

(a) That use of the product will end rheumatic pains or rid a sufferer of such pains or aches;

(b) That the product is effective in the relief of rheumatism due to poisons or acids;

(c) That the product (1) attacks rheumatism at the source, (2) cleanses the system of toxic acids or putrid waste matter, or (3) rids the system of acid poisons;

(d) That the product will make one well from the aches or pains of rheumatism;

(e) That the product (1) neutralizes toxic acids in the joints, (2) drives out poisonous waste matter from the system, (3) attacks rheumatic fever at its source, or (4) causes rheumatic pain or suffering to go quickly;

¹The digests published herewith cover those accepted by the Commission during the period covered by this volume, namely, July 1, 1952, to June 30, 1953, inclusive. Digests of previous stipulations of the kind herein involved accepted by the Commission may be found in volumes 10 to 48 of the Commission 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.

³Substitute.

