

SHIPPED: Between 12-18-61 and 12-27-61, from Chicago, Ill., by Five Day Laboratories.

LABEL IN PART: (Btl.) "5 Day Stick Deodorant Five Day Labs. Chicago."

RESULTS OF INVESTIGATION: The article was contained in a white, opaque, cylinder-shaped plastic bottle. The manufacturer's name and address and quantity of contents statement were formed in the plastic base of the container and were inconspicuous due to the location, size of print, and lack of contrasting color.

LIBELED: 4-18-63, E. Dist. Wis.

CHARGE: 602(c)—when shipped, the information required to appear on the label under 602(b) (1) and (2), namely, the name and place of business of the manufacturer, packer, or distributor, and quantity of contents statement, was not prominently placed thereon with such conspicuousness (as compared with other words, statements, designs, or devices, in the labeling) as to render it likely to be read by the ordinary individual under customary conditions of purchase and use.

DISPOSITION: 5-9-63. Default—destruction.

256. Shampoo. (F.D.C. No. 48823. S. No. 8-361 V.)

QUANTITY: 283 8-oz. btls., and 72 display cnts., each containing 3 8-oz. btls., at Boston, Mass.

SHIPPED: 1-24-63, from Stamford, Conn., by Clairol, Inc.

LABEL IN PART: (Btl.) "Clairol The Colorfast Shampoo."

RESULTS OF INVESTIGATION: Examination showed that the article was a deep blue-colored liquid contained in a clear glass bottle on which the manufacturer's name and address and the quantity of contents statement were inconspicuous due to being printed on the reverse side of the sticker label and could not be read through the intense blue color of the liquid within the bottle.

LIBELED: 3-25-63, Dist. Mass.

CHARGE: 602(c)—when shipped, the information required to appear on the labeling under 602(b), namely, (1) the name and place of business of the manufacturer, packer, or distributor, and (2) an accurate statement of the quantity of the contents, was not prominently placed thereon with such conspicuousness (as compared with other words, statements, designs, or devices, in the labeling) as to render it likely to be read by the ordinary individual under customary conditions of purchase and use.

DISPOSITION: 6-10-63. Default—the court ordered that the article be destroyed or delivered to a charitable institution.