Pricing Supplement No. 11 dated November 3, 1998
(To Prospectus dated April 1, 1996
and Prospectus Supplement dated April 1, 1996)

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Medium-Term Notes - Fixed Rate
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Series C
We are hereby offering to sell Notes having the terms specified below to you with the assistance of Goldman, Sachs \& Co., acting as principal, at a fixed initial public offering price of $100 \%$ of the Principal Amount.

Principal Amount: \$50,000,000
Interest Rate: $5.58 \%$ per annum Stated Maturity Date: November 6, 2008

Rule 424(b)(3)
File No. 33-58887

Colgate-Palmolive Company
Medium-Term Notes - Fixed Rate

StatedMaturity Date: November 6,2008
Original Issue Date: November 6, 1998
Net Proceeds to Company: \$49,687,500
Agent's Discount or Commission: \$312,500

Interest Payment Dates: Semi-Annually (See "Other Provisions - Interest" below).
Redemption:
[ X ] The Notes cannot be redeemed by the Company prior to the Stated Maturity Date.
[ ] The Notes may be redeemed by the Company prior to the Stated Maturity Date. Initial Redemption Date:

Initial Redemption Percentage: $\qquad$
Annual Redemption Percentage Reduction: ___ \% until Redemption Percentage is $100 \%$ of the Principal amount.

Optional Repayment:
[ X ] The Notes cannot be repaid at the option of the holder thereof prior to the Stated Maturity Date.
[ ] The Notes can be repaid at the option of the holder thereof prior to the Stated Maturity Date at Optional Repayment Date(s):

Repayment Price: $\qquad$ \%

## Currency:

Specified Currency: U.S. dollars
(If other than U.S. dollars, see attached.)
Minimum Denomination: \$ $\qquad$
(Applicable only if Specified Currency is other than U.S. dollars.)
Original Issue Discount: [ ] Yes [ X ] No
Total amount of OID:
Yield to Maturity:
Initial Accrual Period:
Form: [ X ] Book-entry [ ] Certificated
[ X ] Other provisions:

Interest:
Interest on the Notes will accrue from November 6, 1998 and will be payable in U.S. dollars on the first day of June and December of each year, commencing December 1, 1998 up to and including the Stated Maturity Date (each, an "Interest Payment Date"). Interest will accrue from and including each Interest Payment Date (or from November 6, 1998, if no interest has been paid or duly provided for) to but excluding the next succeeding Interest Payment Date. In the event an Interest Payment Date falls on a day other than a Business Day, interest will be paid on the next succeeding Business Day and no interest on such payment shall accrue for the period from and after such Interest Payment Date to such next succeeding Business Day.

Use of Proceeds:
corporate purposes and working capital. As of October 30, 1998, the Company's outstanding commercial paper had a weighted average interest rate of $5.2904 \%$ with maturities ranging from 3 to 89 days.

