

# NARB Appeals

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| <b>Panel #2</b>  | No Case # Assigned | American Dairy Association  | Hyperbole concerning nutrition claims for liquid milk  |
| <b>Panel #3</b>  | No Case # Assigned | Hershey Foods Corp.         | Hershey’s Krackel Candy Bars; use of hyperbole and consumer perceptions of fantasy                 |
| <b>Panel #4</b>  | No Case # Assigned | Luden’s, Inc.               | Luden’s Fifth Avenue Candy Bars; use of satire   |
| <b>Panel #5</b>  | No Case # Assigned | Miles Laboratories          | Chocks vitamins; nutritional claims  |
| <b>Panel #6</b>  | No Case # Assigned | Procter & Gamble            | P & G’s Bold Detergent; comparative advertising claims, relevance of product attribute in question |
| <b>Panel #7</b>  | No Case # Assigned | Kal-Kan Foods, Inc.         | Kal-Kan Dog Food; comparative advertising claims, nutritional claims                               |
| <b>Panel #8</b>  | No Case # Assigned | Bristol-Myers               | Ultra-Ban 5000 and Ban roll-On Anti-Perspirants; comparative advertising claims                    |
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| <b>Panel #13</b> | Case #0449         | Ralston-Purina              | Chuck Wagon Dinner; claims and implications regarding ingredients and nutritional values           |
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| <b>Panel #15</b> | Case #0273         | Hardee’s Food Systems, Inc. | “Charco-burger”; quality claims  |
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| <b>Panel #17</b> | Case #0465 | Fram Corp.                      | Fram Oil Filters; puffery, product performance claims   |
| <b>Panel #18</b> | Case #0513 | American Home Products Corp.    | Easy-Off Oven Cleaner; product performance claims   |
| <b>Panel #19</b> | Case #0476 | Carte Blanche Corp.             | Carte Blanche credit card; superiority claims   |
| <b>Panel #20</b> | Case #0558 | Bethlehem Steel Corp.           | Industry advertising, energy efficiency claims  |
| <b>Panel #21</b> | Case #0533 | Beneficial corp.                | Personal bank loans; service claims   |
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| <b>Panel #24</b> | Case #0489 | Kayser-Roth Corp.               | No Nonsense Pantyhose; comparative advertising, product quality claims                            |
| <b>Panel #25</b> | Case #0635 | Drackett Co.                    | Behold Furniture Polish; comparative advertising claims, superiority claims                       |
| <b>Panel #26</b> | Case #0794 | Farmers Insurance Group         | Auto Liability insurance; coverage policy   |
| <b>Panel #27</b> | Case #0730 | Avant-Garde, Inc.               | Moneysworth magazine; claims made regarding a product offered with subscription                   |
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| <b>Panel #30</b> | Case #0991 | Allen Products, Inc.            | Alpo Dog Food; superiority claims, nutritional claims   |
| <b>Panel #31</b> | Case #1027 | Consta-Balance of America, Inc. | Costa-Balance Automatic Wheel Stabilizers; product claims   |
| <b>Panel #32</b> | Case #1202 | National Car Rental System Inc. | National Car Rental System Inc.; acceptance claims  |
| <b>Panel #33</b> | Case #1391 | Coca-Cola Company               | Coca-Cola soft Drink; dietary claims, superiority claims  |
| <b>Panel #34</b> | Case #1498 | Bristol-Myers Co.               | Ban Roll-On Antiperspirant; superiority claims  |
| <b>Panel #35</b> | Case #1397 | Chicken of the Sea Tuna         | Chicken of the Sea Tuna; superiority claims, comparative advertising                              |

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| <b>Panel #36</b> | Case #1635                     | Amana Microwave Ovens                             | Amana Microwave Ovens; comparative advertising claims, superiority claims              |
| <b>Panel #37</b> | Case #1655                     | Revlon, Inc.                                      | NAD's decision concerning Revlon Vs. Schering-Plough; product performance claims       |
| <b>Panel #38</b> | Case #1973                     | Procter and Gamble                                | Top Job Liquid cleaner; superiority claims   |
| <b>Panel #39</b> | Case #2200                     | Nat'l Liberty Corp./Nat'l Home Life Assurance Co. | Veterans Life Insurance advertising; failure to clearly identify itself as advertising |
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| <b>Panel #41</b> | Case #2313                     | Alpo Pet Foods Inc.                               | Alpo Puppy Food; potentially misleading statistics, superiority claims                 |
| <b>Panel #42</b> | Case #2379                     | Brown and Williamson Tobacco Corp.                | Richland 25 cigarettes; comparative advertising claims                                 |
| <b>Panel #43</b> | Case #2319                     | Bryan Foods Div./Sara Lee Corp.                   | Bryan food products; superiority claims  |
| <b>Panel #44</b> | Case #2580                     | Montgomery Ward & Co., Inc.                       | Montgomery Ward & Co.; unsubstantiated claims, "Guaranteed price" claims               |
| <b>Panel #45</b> | Case #2700                     | Hertz Corp.                                       | Hertz Corp.; unsubstantiated claims, exaggerated availability                          |
| <b>Panel #46</b> | Case #2699                     | Featherspring International Corp.                 | Featherspring insoles; product claims, health claims                                   |
| <b>Panel #47</b> | Case #2747                     | Council for Responsible Nutrition                 | CRN dietary supplements; exaggeration of "risk"  |
| <b>Panel #48</b> | Case #2798                     | AT & T Corp.                                      | AT & T telephone call setup time; superiority claims                                   |
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| <b>Panel #51</b> | Case #2858                     | Geo. A. Hormel and Company                        | Hormel Soup; consumer preference claims  |
| <b>Panel #52</b> | Case #2865                     | Alpo Pet Foods, Inc.                              | Alpo Dog Food; quality claims, quantity claims   |
| <b>Panel #53</b> | Case #2866                     | The Gillette Company                              | Gillette Foamy Shaveing Cream; superiority claims, product performance claims          |
| <b>Panel #54</b> | Case #2916                     | Farberware, Inc.                                  | Farberware Millennium Cookware; product performance claims                             |
| <b>Panel #55</b> | Case #2927                     | Johnson & Johnson/- Advanced Care Products        | Micatin Athlete's Foot Care; hyperbole concerning athlete's foot infections            |

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| <b>Panel #56</b>    | Case #2938 | Calip Dairies, Inc.                   | T & W Royal Ice Cream; ingredient claims, superiority claims     |
| <b>Panel #57</b>    | Case #2932 | Stone Container Corporation           | Yard Master Lawn Bags; environmental claims                      |
| <b>Panel #58</b>    | Case #2951 | Oil-Dri Corporation of America        | Cat's Pride Cat Litter; superiority claims                       |
| <b>Panel #59</b>    | Case #2957 | A.V. Olsson Trading Company, Inc.     | "If You Care" Coffee Filters, environmental claims               |
| <b>Panel #60</b>    | Case #2499 | NEC Technologies, Inc.                | NEC MultiSync Monitors; use of description, "flat"               |
| <b>Panel #61</b>    | Case #2961 | American Home Products                | SMA Infant Formula; nutritional claims                           |
| <b>Panel #62</b>    | Case #2970 | Sherwin-Williams Company              | Rust-Tough Spray Paint, superiority claims                       |
| <b>Panel #63</b>    | Case #2984 | Sandoz Pharmaceuticals Corp.          | Triaminic Cough and Cold Medicine; product claims                |
| <b>Panel #64</b>    | Case #2983 | Colgate-Palmolive Company             | Colgate GRF Toothpaste; ingredient claims                        |
| <b>Panel #65</b>    | Case #3288 | S.C. Johnson & Son, Inc.              | Toilet Duck Toilet Bowl Cleaner; product performance claims      |
| <b>Panel #66</b>    | Case #2987 | IAMS Dog Food                         | IAMS Dog Food, nutritional claims                                |
| <b>Panel #67</b>    | Case #3016 | Eggland's Best Eggs                   | Eggland's Best Eggs; nutritional claims                          |
| <b>Panel #68</b>    | Case #3012 | The Drackett Company                  | Vanish Clear Drop-Ins; ingredient claims                         |
| <b>Panel #69</b>    | Case #3025 | Maytag Corporation                    | Maytag Dishwashers; superiority claims                           |
| <b>Panel #70</b>    | Case #3047 | Flowers Direct Floral Service         | Flowers Direct ads; service claims                               |
| <b>Panel #71</b>    | Case #3048 | Pet Incorporated                      | Progresso Healthy Classic soup; superiority claims               |
| <b>Panel #72</b>    | Case #3031 | Carnation Company/Nestle Food Company | "Good Start" and "Follow-Up" Infant formulas; superiority claims |
| <b>Panel #73</b>    | Case #3063 | Pet Incorporated                      | Old El Paso Picante Sauce; superiority claims                    |
| <b>Panel #74</b>    | Case #3052 | Sweet "P" Corporation                 | "The Dry System" cat litter control; product claims              |
| <b>Panel #75/76</b> | Case #3046 | Den-Mat Corporation                   | Rembrandt Toothpaste; superiority claims                         |
| <b>Panel #77</b>    | Case #3071 | Wal-Mart Stores, Inc.                 | Wal-Mart slogan, "Always the low price. Always."                 |
| <b>Panel #78</b>    | Case #3090 | Holmatro, Inc.                        | Holmatro rescue tools; use of UL Listing in advertising          |

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| <b>Panel #79</b> | Case #3099                         | Jerome Foods, Inc.                               | Gobble Stix Turkey Snacks; hyperbole concerning the effects of sugar      |
| <b>Panel #80</b> | Case #3100                         | Safe Brands Corporation                          | Sierra Antifreeze; safety claims, environmental claims                    |
| <b>Panel #81</b> | Case #3099                         | Microsoft Corporation                            | Microsoft Ballpoint Mouse; superiority claims                             |
| <b>Panel #82</b> | Case #3120                         | Miles Inc.                                       | Alka-Seltzer Plus Cold Medicine; superiority claims                       |
| <b>Panel #83</b> | Case #3117                         | U-Haul Corporation                               | U-Haul Yellow Pages Ads; "Guaranteed Reservations"                        |
| <b>Panel #84</b> | Case #3131                         | California SunCare Inc.                          | California SunCare products; product performance claims                   |
| <b>Panel #85</b> | Case #3166                         | 3M Company                                       | Never Scratch Wool soap Pads; trade name "Never Scratch"                  |
| <b>Panel #86</b> | NARB Appeal has been withdrawn     |  |   |
| <b>Panel #87</b> | NARB Appeal material not submitted |  |   |
| <b>Panel #88</b> | Case #3241                         | Tenneco Inc.                                     | Hefty Onezip Food Bags; product performance, comparative claims           |
| <b>Panel #89</b> | Case #3263                         | James River Corporation                          | Quilted Northern Ultra Toilet Tissue; communication survey                |
| <b>Panel #90</b> | Case #3324                         | Winn-Dixie Stores, Inc.                          | Wal-Mart; pricing   |
| <b>Panel #91</b> | Case #3323                         | SlimAmerica                                      | "Super Formula" weight loss product; product testing performance          |
| <b>Panel #92</b> | Case #3343                         | United States Postal Service                     | Priority Mail Service; pricing claim                                      |
| <b>Panel #93</b> | Case #3355                         | AT & T Corporation                               | 1-800-CALL-ATT collect calling service; pricing claim                     |
| <b>Panel #94</b> | Case #3360                         | Minute Maid Company and Tropicana Products, Inc. | Minute Maid's Frozen Concentrated Orange Juice; product testing           |
| <b>Panel #95</b> | Case #3385                         | SmithKline Beecham Consumer Healthcare           | NicoDerm CQ; comparative claim  |
| <b>Panel #96</b> | Case #3386                         | Campbell Soup Company                            | Campbell's Soup-in-a-Jar; communication survey                            |
| <b>Panel #97</b> | Case #3387                         | SmithKline Beecham Consumer Healthcare           | Aquafresh Whitening Toothpaste; communication survey, product performance |
| <b>Panel #98</b> | Case #3413                         | AT & T Corporation                               | AT & T Web Hosting Services; communication survey                         |
| <b>Panel #99</b> | No Case # Assigned                 | Forever Young Again Products                     | Fat Absorb Dietary Supplement   |

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| <b>Panel #100</b> | Case #3480                     | Spalding and Taylor Made       | Spalding & Evenflo Companies, Inc.<br>Top-Flite Ball/Club System T Golf Balls; superiority claim       |
| <b>Panel #101</b> | Case #3506                     | Visa                           | Visa USA, Inc.<br>Visa Credit Card-Preferred Card Ad; consumer preference claim                        |
| <b>Panel #102</b> | Case #3509                     | Revlon                         | Revlon Consumer Products Corp.<br>Color Silk and Frost & Glow Hair Coloring; product performance claim |
| <b>Panel #103</b> | NARB Appeal has been withdrawn |                                |  |
| <b>Panel #104</b> | Case #3532                     | Dura Lube Corporation          | Dura Lube Advanced Fuel System Treatment; performance claim  |
| <b>Panel #105</b> | Case #3588                     | Fort James Corporation         | Brawny Paper Towels; superiority claim   |
| <b>Panel #106</b> | NARB Appeal has been withdrawn |                                |  |
| <b>Panel #107</b> | NARB Appeal has been withdrawn |                                |  |
| <b>Panel #108</b> | Case #3620                     | Mead Johnson & Company         | Enfamil Baby Formula; comparative claim  |
| <b>Panel #109</b> | Case #3639                     | Kal Kan Foods, Inc.            | Whiskas Homestyle Favorites, superiority claim   |
| <b>Panel #110</b> | Case #3640                     | Pfizer Healthcare              | Revolution Topical Parasiticide; safety claim  |
| <b>Panel #111</b> | Case #3717                     | Novartis Consumer Health, Inc. | Transderm Scop Transdermal Patch; superiority claim  |