



Not using their noodles

Note the boast on the older bag of Pennsylvania Dutch Egg Noodles. And how much does the newer bag weigh? There it is, in tiny print: 12 oz. If you can't beat 'em, join 'em.

Landmark study on long-term health benefits of multivitamins uses Centrum® Silver.*

When a multivitamin was needed for an 11-year health study, the one chosen was Centrum® Silver.

ONE MORE REASON TO TAKE THE MOST RECOMMENDED MULTIVITAMIN BRAND.

Chutzpah Award

Yes, the vitamin chosen for the study was Centrum Silver. But the study (published in the Journal of the American Medical Association) found that Centrum Silver didn't reduce the incidence of major cardiovascular events, heart attack, stroke, or cardiovascular disease mortality in physicians who took those vitamins for more than 10 years.

Consider the source

Drive too fast past this billboard and you might think the voters were impartial.

Submissions: SellingIt@cro.consumer.org or Selling It, Consumer Reports, 101 Truman Ave., Yonkers, NY 10703



Topsy-turvy telephone

"I liked my new phone," a Massachusetts reader wrote, "until I tried to call my daughter, whose number ends with 6."

goofs, glitches, gotchas **SELLING IT**



KIMBERLY-CLARK Kimcare® Moisturizing Instant Hand Sanitizer
This 62% ethyl alcohol formula contains aloe and skin conditioners to moisturize and prevent dry skin. Dermatologist testes. Fruity cucumber fragrance.

Fire the proofreader

Submitted by a nervous dermatologist.

EdenPURE

Bringing Home Better Living



	Product Availability	Energy Efficiency	Availability of Parts & Service	Reliability & Durability	Customer Satisfaction	EdenPURE GEN3™ The Original Wireless Heater
Not used for verification	○	○	○	○	○	●
Not independent safety features	○	○	○	○	○	●
Other safety & features	○	○	○	○	○	●
Customer satisfaction	○	○	○	○	○	●
Health up to 100,000 Sq. Ft.	○	○	○	○	○	●
Health up to 10,000 Sq. Ft.	○	○	○	○	○	●
Other safety & features	○	○	○	○	○	●
Customer satisfaction	○	○	○	○	○	●
Health up to 100,000 Sq. Ft.	○	○	○	○	○	●
Health up to 10,000 Sq. Ft.	○	○	○	○	○	●
Other safety & features	○	○	○	○	○	●
Customer satisfaction	○	○	○	○	○	●
Health up to 100,000 Sq. Ft.	○	○	○	○	○	●
Health up to 10,000 Sq. Ft.	○	○	○	○	○	●
Other safety & features	○	○	○	○	○	●
Customer satisfaction	○	○	○	○	○	●

Haven't we seen those symbols before?

Loyal CONSUMER REPORTS readers will recognize the solid black dots as our "Poor" score, though EdenPure means them as a compliment for its Gen3 heater, which actually did fine in our tests.