



Guide to the Consumer Reports Archives records

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Consumer Reports Archives records, 1924-2015 and undated

Creator:

Consumer Reports (Firm)

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. The Consumer Reports Archive was first established in 1972 as the Center for the Study of Consumer Movements. Collection includes correspondence, forms, photographs, policy and procedure statements and other printed materials that pertain to the operation support activities of the Consumer Union Archives. Included are files relating to archival administration and records management for the organization, reference requests and reference files relating to exhibit planning, Consumers Union and consumer movement history, and photocopied materials for individual research requests on various subjects. Organization resources include staff biographies; collection finding aids, indexes, and inventories; card and microfiche files. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

17.2 Linear Feet

Language:

Materials in English

Collection ID:

RL.11772

Permalink:

<https://idn.duke.edu/ark:/87924/m14k6n>

Preferred Citation

[Identification of item], Consumer Reports Archives records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes correspondence, forms, photographs, policy and procedure statements and other printed materials that pertain to the operation support activities of the Consumer Union Archives. Included are files relating to archival administration and records management for the organization, reference requests and reference files relating to exhibit planning, Consumers Union and consumer movement history, and photocopied materials for individual research requests on various subjects. Organization resources include staff biographies; collection finding aids, indexes, and inventories; card and microfiche files. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. The Consumer Reports Archive was first established in 1972 as the Center for the Study of Consumer Movements. It was staffed until 1981 when it closed due to recession-era finances. It re-opened on a part-time basis in 1986, largely to support Consumers Union's 50th anniversary activities. In 1987 the recommendations of a consultant led to the reorganization of the Archive to focus more narrowly on Consumers Union activities and staff.

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Arrangement

Organized into the following series: Office Files; Collection Guides; Staff and Affiliate Biographies; and Reference Card Files.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Consumer Reports Archives records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2019.

Processing Information

Processed by Richard Collier, Sept. 2019.

Accessions described in this collection guide: 2019-0130

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Names and Subjects

- Consumer advocacy
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Office Files, 1924-2012, undated

Scope and Contents

Series includes files pertaining to the administration of the archives and Consumer Reports' records management program: donor relations and collection solicitations, forms, policies and procedures, historical photographs of the stacks and reference areas. Series also includes general reference files of material pertaining to consumer movement history, Consumers Union, exhibit planning, and the results of various research projects.

Administrative Files, 1949-2012, undated

Access policies--Photographs and artwork, undated	Box 1
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Accession records, 1991-1996	Box 1
Appraisal procedures, undated	Box 1
Archival Checklist (History Factory publication), 2001	Box 1
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Archives and Manuscript Security (SAA publication), 1977	Box 1
Archives background, undated	Box 1
Archives description, 1989	Box 1
Archives floor plan, 1990	Box 10
Archives goals and objectives, 1994	Box 1
Archives history, 1987-2006	Box 1

Archives mission statement, undated	Box 1
Archives planning strategies, 1990	Box 1
Archives priorities, 2009	Box 1
Archives progress reports, 1990-2009	Box 1
Archives reports, 1988-1995	Box 1
Archives shelving installation, 1995	Box 1
Archives statistics, 2008	Box 1
Archives taxonomy, undated	Box 1
Archives taxonomy (record groups), 1991, undated	Box 1
Archives tour, 2008	Box 1
Archivist job descriptions, 2006	Box 1
Atop the consumer movement (Bill Falk profile of Consumers Union), 1978	Box 10
Betsy Hamilton--What to keep for CU Archives, when to send it to Archives, 1993	Box 37
Book for visitors to CU (Florence Mason), 1959	Box 1
Physical Description: 2 folders	
Care of archival materials, 1995	Box 1
Center for the Study of the Consumer Movement, 1979-1989, undated	Box 1
Check-out policy, 1988	Box 1
Collecting policies, 1978-2008	Box 1
Physical Description: 2 folders	
Collection management, 2009-2010	Box 1
Consultant, 1990-1998	Box 1

Consumer education paper, undated	Box 1
Consumer organizations supported by Consumers Union, undated	Box 1
Consumers Association of Canada, 1995	Box 1
Consumer Reports--Helpful Hints wall calendar, 2005	Box 1
Consumer Reports (Images of America publication)--Archives reference copy, 2005	Box 1
Consumers Union Library--Database searching guide, 1989	Box 1
Consumers Union library--Printed material, 1971-1993	Box 1
Consumers Union library--Subject guides, 1990-1992	Box 1
Correspondence and miscellaneous, 1977-2012 Physical Description: 11 folders	Box 1
Data access policy, 1977-1978	Box 1
Disaster planning, 1995-1999 Physical Description: 2 folders	Box 1
Donation forms, undated	Box 1
Donor file, 1973-1979	Box 2
Elizabeth Yakel (consultant), 1987	Box 2
Glossary of terms for CR publications, 2003	Box 10
International Organization of Consumer Unions (IOCU)/Consumers International, 1983-2006 Physical Description: 2 folders	Box 2
Inventory of library holdings, 2009	Box 2

Inventory worksheet instructions and procedures, undated	Box 2
Iron Mountain--Digitization, 2009-2011	Box 2
Iron Mountain--Inventories, 2006-2010, undated	Box 2
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Iron Mountain--Miscellaneous, 2010-2011	Box 10
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Includes: Audiovisual Collection spreadsheet; transmittal sheets	
Iron Mountain--Papers retrieved and processed, undated	Box 2
Iron Mountain--Transfer forms, 1990-1993	Box 2
James Gregory Bradsher, Bruce I. Ambacher--Archival Sampling: A Method of Appraisal and a Means of Retention, 1992	Box 37
Kevin Manion--Integrating archives, records and research, 2005	Box 37
Magazine scanning project, undated	Box 2
Mariol Gallichio--Paper conservation project, 2001	Box 2
New acquisitions, 1985-1991	Box 2
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Outside researchers, 2008-2009	Box 2
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Outside researchers--Jacqueline Hall, 2008	Box 2
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Outside researchers--Signed access forms, 1991-2003	Box 2

PhotoArk digital archiving, 1998	Box 37
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Photographs--Documentation (William Hubbell photographs of Mount Vernon facility), undated	Box 2
Photographs--Missing images, undated	Box 2
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Phyllis Rowe donation of Consumers Union News Digest, 2009-2011	Box 37
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Report on the CU library, 1974	Box 2
Shainwald Archives Fellowship, 1975-2008	Box 2
Special Libraries Association--Competencies for Information Professionals in the 21st Century, 2003	Box 37
Subversion/Communism, 1949-1954	Box 2
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Testing--Archives reference copy, 1986	Box 3
Thesaurus of Consumer Terms--I. Classified Display, 1979	Box 3
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General, 1927-1931, undated	Box 3
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Consumers League/New York Milk Committee, 1978	Box 3
Consumers League of New Jersey, 1979	Box 3
Consumers Research, 1951-1973	Box 3

Cooperative League of the USA--To Tell the Truth, 1969	Box 3
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Physical Description: 2 folders

Corporation of Consumers' Research, 1931-1934	Box 3
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Food and Drug Administration--50th anniversary of Food Additive Amendment, 2008	Box 3
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Kansas State University Consumer Movement Archives, undated	Box 3
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League of Women Shoppers, 1936	Box 3
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National Consumers League, 1958, undated	Box 3
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No Country for Honest Men: The Origins of CU in the American Market Place (Norman Silber), 2008	Box 3
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On Becoming a Consumer Spokesman (University of Wisconsin Extension program), 1972	Box 3
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Physical Description: 2 folders

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Physical Description: 2 folders

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Guide to the Consumer Reports Archives records

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Collection Guides, 1936-2013, undated

Scope and Contents

Series includes archives collection guides; stacks location guides, finding aids for individual collections, preliminary inventories of collections, and a variety of multi-year indexes to magazine articles.

Finding Aids, 1936-2013, undated

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Adleaide Schulkind Frank, undated Box 5

Scope and Contents

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Physical Description: 2 folders

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Physical Description: 3 folders

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Audiovisual materials with CRTV News Feeds, 1992-1997 Box 5

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Staff and Affiliate Biographies, 1924-2015, undated

Scope and Contents

Beginning in the mid-1970s, Consumers Union management initiated a project to compile biographical sketches of managerial staff. Around 1978, the Center for the Study of Consumer Movements (the Consumer Reports Archive) reached out to present and former staff and members of the Board of Directors for biographical information, invitations to participate in an oral history interview series, and solicitation for manuscript donations. Series includes correspondence, transcripts of recorded conversations, clippings, obituaries, speeches and other materials collected.

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Klein, Robert J., 1970-1993	Box 8
Kinsey, Jean, 1979	Box 8
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Knoll, Robert D., 1975	Box 8
Kory, Judy, 1978	Box 8
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Landis, Benson Y., 1937	Box 8
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Physical Description: 2 folders	
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Physical Description: 2 folders	
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Reich, Edward, 1937-1979	Box 9
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Shapiro, Esther, 1978	Box 9
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Silbergeld, Mark, 1978	Box 9

Smith, Robert L., 1934-1971	Box 9
Snyder, Harry, 1976	Box 9
Southworth, Herman, 1935-1937, undated	Box 9
Steele, Dorothy, 1963-1979	Box 9
Strong, Lydia Altschuler, 1966	Box 9
Swankin, David, 1997	Box 9
Tallman, David, undated	Box 9
Tedori, Fred, 1975	Box 9
Thorelli, Hans B., 1965-1977	Box 9
Ulman, Joseph N., undated	Box 9
Ware, Caroline, 1946-1998	Box 9
Warne, Colston, 1945-1980	Box 9
Physical Description: 3 folders	
Webber, Harold D., 1978	Box 9
Weir, Marion, 1970-1978	Box 9
Whitehill, Jean, undated	Box 9
Who's That? Photo directory, 1991	Box 9
Woodhouse, Chase Going, 1978	Box 9
Wolfe, Allis--Interviews for book on Persia Campbell, 1980	Box 9

Scope and Contents

Includes: Arthur Startz, Aurelia Toyer Miller, Burton Agata, Harold Wattel, W. Averell Harriman

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Reference Card Files, 1936-1992, undated

Scope and Contents

Includes biographical cards, bibliographies, subject and organizational files, and a subject index to magazine articles up through the early 1990s. Also includes microfiche files on various magazines, technical journals, research reports and library database extraction.

General Files, 1936-1992, undated

Bibliography of consumer movement, undated	Box 11
Biographical and organizational files, undated	Box 12
Biographical index and cross-reference; Subject file, undated	Box 13
Books by author (reference library), undated	Box 14
Microfiche--Journals, 1960-1992	Box 15

Scope and Contents

Includes: American Dietetic Association Journal 1975-1978; American Journal of Clinical Nutrition 1970-1975; Consumer Bulletin 1960-1973; Consumer Reports 1978-1992

Microfiche--Journals, 1936-1990	Box 16
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Scope and Contents

Includes: Consumer Reports 1936-1980; various test reports 1981; Which? 1970-1975; Consumers Research Magazine 1974-1981; Westcat (Westchester Library System) alphabetical file 1987-1990

Microfiche--Journals, 1972-1987	Box 17
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Scope and Contents

Includes: Westcat (Westchester Library System) alphabetical file 1987; Money Magazine 1972-1981

Microfiche--Journals, 1972-1987	Box 18
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Scope and Contents

Includes: Ms. 1972-1981; Rtecs Quarterly 1987; set of technical reports from New York Public Library 1970s-1985

Miscellaneous, undated	Box 19
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Scope and Contents

Includes: CR publications; bibliographies; films; filmstrips; microfilm; oral history interviews; recordings; videotapes; personnel addresses

Magazine Index, 1936-1980

A-C, 1936-1950	Box 20
D-H, 1936-1950	Box 21
I-O, 1936-1950	Box 22
P-S, 1936-1950	Box 23
T-Z, 1936-1950	Box 24
A1951-1965	Box 25
B-Cr, 1951-1965	Box 26
Cr-F, 1951-1965	Box 27
G-Li, 1951-1965	Box 28
Lo-Pri, 1951-1965	Box 29
Pri-S, 1951-1965	Box 30
T-Z, 1951-1965	Box 31
A-F, 1966-1972	Box 32
G-Z, 1966-1972	Box 33
A-D, 1973-1980	Box 34
E-O, 1973-1980	Box 35
P-Z, 1973-1980	Box 36

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Reference Library, 1931-1997

Scope and Contents

Includes publications from the Consumer Reports archival library that were not cataloged individually.

Alice L. Edwards (American Association of University Women)--Scientific consumer purchasing, 1939 Box 38

American Home Economics Association--Consumer credit in family financial management, 1967 Box 38

American Institute of Cooperation--Essays, 1947 Box 38

Scope and Contents

Includes: Edwin G. Nourse, From dogma to science; Frank Robotka, Research and the future of cooperation; E. Fred Koller, Cooperatives in a capitalistic economy

Annals (American Academy of Political and Social Science)--Consumer Credit, 1938 March Box 38

Annals (American Academy of Political and Social Science)--Consumers' Cooperation, 1937 May Box 38

Annals (American Academy of Political and Social Science)--Ethical standards in American public life, 1952 March Box 38

Annals (American Academy of Political and Social Science)--Towards national recovery, 1934 March Box 38

Annals (American Academy of Political and Social Science)--Women around the world, 1968 January Box 38

Benson Y. Landis (Consumer Distribution Corporation)--A guide to the literature on consumer movements, 1937 Box 38

Better Business Bureau--Index to bulletins #1-520, 1929-1930, 1931 Box 38

Brian A. Burt, Ed. (University of Michigan workshop)--The relative efficiency of methods of caries prevention in dental public health, 1978	Box 38
Bruce Barton (Association of Life Agency Officers)--What I have learned about life insurance, 1934	Box 39
Daniel S. Gillmor, Ed. (National Council of the Arts, Sciences, and Professions)--Speaking of peace, 1949	Box 39
Davis Douthit (Midland Cooperative Wholesale)--Taxes and Co-ops, approximately 1944	Box 39
Davis Douthit (Nationwide Insurance)--What we're up to in a world of cooperation, 1960	Box 39
E.A. Stokdyk (American Institute of Cooperation)--Essays on cooperatives, 1945	Box 39
Scope and Contents	
Includes: Financial structure and policies of cooperatives; Public interest in the cooperative controversy	
Ellis Cowling (Central States Co-operative League)--A short introduction to consumers' co-operation, 1935	Box 39
Ellis Cowling (Cooperative League of the U.S.A.)--A short introduction to consumers' co-operation, 1941	Box 39
General Motors--Auto style ballot, approximately 1936	Box 39
Hartman & New Hope--The evolving organic marketplace, 1997 Fall	Box 39
Harvard School of Public Health--Historical perspective on risk assessment in the federal government, 1994 March	Box 39

Harvard School of Public Health--OMB vs. the agencies: The future of cancer risk assessment, 1991 June	Box 39
Harvard School of Public Health--Risk assessment in the federal government, 1993 October	Box 39
Henry Harap, Ed. (National Education Association)--A college course in consumer problems, handbook for instructors, 1950	Box 39
Howard A. Cowden (Consumers Cooperative Association)--A trip to cooperative Europe, approximately 1935	Box 39
Institute of Medicine (National Academy of Sciences)--Food safety policy, 1979	Box 39
International Food Policy Institute and National Geographic Society--A 2020 vision for food, agriculture, and the environment, 1995	Box 39
James Edward Tobin--Scholarly and creative work by members of the faculty, Queens College of the City University of New York 1937-1962, 1962	Box 40
James Peter Warbasse (American Humanist Association)--The way to happiness, 1958	Box 40
Jerry Voorhis (Co-op rally for C.A.R.E.)--Cooperatives: The key to democracy's future, 1948	Box 40
Keystone Center--Final report of the Keystone National policy dialogue on food, nutrition, and health, 1996	Box 40
League for Industrial Democracy--The consumer cooperative movement, 1940	Box 40

Scope and Contents

Includes: Harry W. Laidler, A social interpretation; Wallace J. Campbell, A factual survey

Lois A. Lund and Marguerite C. Burk (Agricultural Experiment Station, University of Minnesota)--A multidisciplinary analysis of children's food consumption behavior, 1969	Box 40
Louis H. Bean (Public Affairs Institute)-- Influences in the 1954 mid-term elections, 1954	Box 40
Maxine Enlow (Institute for Consumer Education)--Buyer guidance, please!, 1939	Box 40
Murray D. Lincoln (Cooperative League of the U.S.A.)--Objectives of consumers' cooperation, 1942	Box 40
National Conference of Commissioners on Uniform State Laws--Proceedings, Public hearing on second tentative draft of the Uniform Consumer Credit Code, 1967	Box 40
National Conference of Commissioners on Uniform State Laws--Proceedings, Public hearing on second tentative draft of the Uniform Consumer Credit Code, 1967 Physical Description: 2 folders	Box 41
Ohio Farm Bureau Cooperative Library-- Catalog of cooperative books and pamphlets, approximately 1940	Box 41
Paul Douglas (Cooperative League)-- Cooperation: A middle way for America?, 1937	Box 41
PM magazine--Shopping the co-ops, 1941	Box 41
Proceedings of International Conference on Ionization of the Air (American Institute of Medical Climatology), volume 1 and 2, 1961 Physical Description: 2 folders	Box 41
Ray Giles--How to beat the high cost of living, 1937	Box 41
Resettlement Administration--Co-operation: Co-operative booklet for use by study groups in Resettlement Administration communities, 1936	Box 41

Richard A. Merrill (Virginia Law Review Association)--CPSC regulation of cancer risks in consumer products 1972-1981, 1981	Box 42
Richard L.D. Morse--Check your interest, 1978	Box 42
Richard L.D. Morse--Trading stamps: A consumer's view, 1965	Box 42
Richard L.D. Morse--Truth in savings, 1992	Box 42
Robert A. Brady (University of California)--Fascism in relation to war and peace, 1937	Box 42
Stiftung Warentest--Seminar proceedings, Comparative Product Testing in Europe, 1993-1994	Box 42
Thomas R. Carskadon and Rudolf Modley (Twentieth Century Fund)--USA: Measure of a nation, 1949	Box 42
U.S. Department of Commerce--Interagency task force on product liability, 1976	Box 42
U.S. Department of Labor--Bulletin no. 665: Organization and management of consumers' cooperatives and buying clubs, 1941	Box 42
U.S. Department of Labor--Cooperative bookshelf, 1937	Box 42
U.S. Department of Labor--The workers' story 1913-1953 (Labor yearbook no. 2), 1953	Box 42
University of Illinois Marketing Symposium--Consumer behavior and motivation, 1955	Box 43
V.J. Tereshtenko (Works Projects Administration)--The problem of cooperative medicine, 1940	Box 43
V.S. Alanne (Northern States Cooperative League)--Fundamentals of consumer cooperation, 1935	Box 43
Verner Baumann (Green Meadow Foundation, Switzerland)--The development and present	

status of self-service in the Migros cooperatives, 1960	Box 43
Werner K. Gabler (American Retail Federation)-- Labeling the consumer movement, 1939	Box 43
White House Conference on Aging--Summary reports of the committee chairman, 1981	Box 43
William Michael Denney and Robert T. Lund, Eds. (National Science Foundation and Center for Policy Alternatives, MIT)--Research for consumer policy, 1978	Box 43
William Trufant Foster (Pollack Foundation)-- Damming and diversion of consumer credit, 1942	Box 43

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