



Guide to the Consumer Reports. Edward M. Brecher papers, 1928-1967 and undated

This collection guide was produced in **2020 Mar.**
This PDF version was created on **April 2, 2026.**

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Table of Contents

Summary	3
Background	4
Arrangement	4
Administrative Information	5
Related Materials	5
Names and Subjects	6
Collection Inventory	6
Consumer and the Supreme Court	6
Nursing Homes	7
General Files	7
Printed Materials	8
Smoking	9
General Files	9
Press Releases	10
Printed Materials	10
Smoking and the Public Interest	15
General Files	15
Printed Materials	16
Urban Transportation	17

Summary

Collection Title:

Consumer Reports. Edward M. Brecher papers, 1928-1967 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. Edward M. Brecher was a journalist and free-lance science writer who served as Associate Editor of Consumer Reports publications in the 1940s-1950s. The Edward M. Brecher papers include clippings, correspondence, drafts of articles, research notes and other printed materials relating to some of Brecher's writing projects including articles co-written with Ruth Brecher. Topics represented include consumer education and protection, nursing home care, health and legal aspects of smoking, and urban transportation systems. Organizations represented include the American Cancer Society, Department of Health Education and Welfare, Federal Trade Commission, J. Walter Thompson, Liggett & Myers, and the U.S. Supreme Court. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

4.0 Linear Feet

Language:

Materials in English.

Collection ID:

RL.11803

Permalink:

<https://idn.duke.edu/ark:/87924/m1ng7n>

Preferred Citation

[Identification of item], Consumer Reports. Edward M. Brecher papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. Edward M. Brecher was a journalist and free-lance science writer who served as Associate Editor of Consumer Reports publications in the 1940s-1950s. The Edward M. Brecher papers include clippings, correspondence, drafts of articles, research notes and other printed materials relating to some of Brecher's writing projects including articles co-written with Ruth Brecher. Topics represented include consumer education and protection, nursing home care, health and legal aspects of smoking, and urban transportation systems. Organizations represented include the American Cancer Society, Department of Health Education and Welfare, Federal Trade Commission, J. Walter Thompson, Liggett & Myers, and the U.S. Supreme Court.

Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. Edward M. Brecher was a journalist and free-lance science writer who served as Associate Editor of Consumer Reports publications in the 1940s-1950s.

Edward M. Brecher was born in 1912 in Minnesota. He graduated with degrees from Swarthmore (BA, 1932) and the University of Minnesota (MS, 1934). Brecher served as Associate Editor of Consumer Reports 1947-1951. His spouse, Ruth Ernestine Cook Brecher, frequently served as research partner and co-author. Brecher published two books: Consumer Union Report on Licit and Illicit Drugs (1972) and Love, Sex and Aging (1984). He died in 1989.

[Return to Table of Contents](#)

Arrangement

Organized into the following series: Consumer and the Supreme Court; Nursing Homes; Smoking; Smoking and the Consumer Interest; Urban Transportation.

[Return to Table of Contents](#)

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. Edward M. Brecher papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2019.

Processing Information

Processed by Richard Collier, Mar. 2020;

Accessions described in this collection guide: 2019-0130

[Return to Table of Contents](#)

Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Consumer Reports. Advocacy records;

Consumer Reports Archives records;

Consumer Reports. Arthur Kallet papers;

Lois Stifel collection of tobacco ephemera;

Paula Green papers;

Richard Pollay Tobacco industry promotion collection

[Return to Table of Contents](#)

Names and Subjects

- Consumer education
- consumer protection
- Nursing home patients -- Care
- Smoking -- United States
- Transportation
- John W. Hartman Center for Sales, Advertising & Marketing History
- Brecher, Edward M.
- United States. Federal Trade Commission

Collection Inventory

Consumer and the Supreme Court, 1955-1964

Article drafts--The Supreme Court and the Consumer, 1962-1964	Box 1
Physical Description: 2 folders	
Clippings and notes, 1957-1958	Box 1
Clippings and notes, 1958	Box 7
Correspondence, 1958	Box 1
Correspondence, 1958	Box 6

Federal Trade Commission cases, 1955-1958	Box 1
Maxwell Brandwen--The Supreme Court: Current Criticism in Perspective (in The Nation, May 24), 1958	Box 1
Outline and notes, 1955-1957	Box 1
Supreme Court and the Consumer, 1958	Box 1
Supreme Court and the Consumer (proof pages), 1964	Box 7

[Return to Table of Contents](#)

Nursing Homes, 1952-1964, undated

General Files, 1952-1964, undated

Accreditation, 1962-1964	Box 1
Accreditation, 1964	Box 6
Article--How to Improve Our Nursing Homes (in Consumer Reports), 1964	Box 1
Article--How to Improve Our Nursing Homes (in Consumer Reports), 1964	Box 7
Correspondence, 1963-1964	Box 1
Physical Description: 2 folders	
Correspondence with state and municipal agencies, 1963-1964	Box 1
Foster families for the aged, 1952-1956, undated	Box 1
Letters from consumers regarding nursing homes, 1963-1964	Box 1
List of delegates, state executives meeting, 1964	Box 1
Notes, 1963	Box 1
Press releases, 1964	Box 1

Senior Citizens Month, 1964	Box 1
Printed Materials, 1961-1964, undated	
American Association of Retired Persons (AARP) mailings, 1963	Box 1
American Medical Association--AMA News, 1964 Mar. 16	Box 7
Blue Cross Association newsletters and pamphlets, 1962-1963	Box 1
Hospital Facilities and Services for Acute Short-Term Patient Care, Metropolitan St. Louis Area, 1964	Box 1
Kansas Long Term Care Study, 1964	Box 1
Margaret McCutcheon Nursing Home fundraiser, undated	Box 1
Martha Cleveland--Hospital Calls Its New Wing Bridge to Home for Patients, 1964	Box 1
Massachusetts Report of Special Commission to Study Convalescent or Nursing Homes, 1964	Box 1
Montana state plan for hospital and medical facilities construction, 1964	Box 1
National Live Stock and Meat Board--Fountain of Youth Might Be Food Cornucopia, 1964	Box 1
Robert Freedman--Presentation of Some of the Secrets About (NH) Life and a Suggested "Guaranteed to Work" Solution, 1964	Box 1
State of Washington nursing home contract, 1964	Box 1
U.S. Department of Health, Education and Welfare publications, 1961-1964	Box 1

Scope and Contents

Includes: Federal Assistance for Projects in Aging; Office of Aging Futures and Features; Health Insurance for Aged Persons

U.S. Senate Special Committee on Aging--State Action to Implement Medical Programs for the Aged, 1961

Box 1

[Return to Table of Contents](#)

Smoking, 1952-1967, undated

General Files, 1961-1967, undated

Articles and clippings, 1963-1967

Box 1

Physical Description: 2 folders

Articles and clippings, 1963-1967

Box 6

Physical Description: 2 folders

Articles and clippings, 1961-1967

Box 7

Physical Description: 3 folders

Bibliography and notes, 1963-1964

Box 1

Congress and smoking, 1964

Box 1

Correspondence, 1961-1967

Box 1

Physical Description: 2 folders

Correspondence--Consumer Reports editorial, 1964

Box 1

Correspondence--Consumer Reports smoking report, 1963

Box 1

Correspondence--Kenya--Tobacco Smoking Research, 1964

Box 6

Correspondence--New York Times article, 1964

Box 1

Draft--Why Cigarette Smokers Can't Stop, undated

Box 1

Draft and notes--Cigarette Smoking: The Tough Decisions Ahead, 1963-1964 Box 1

Physical Description: 2 folders

Drafts (proof pages), 1964 Box 7

Physical Description: 2 folders

Scope and Contents

Includes: Smoking: The Great Dilemma; Smoking: The Tough Decisions Ahead; The Tobacco Bloc

Narcotics and addiction, 1962-1964 Box 1

Notes, 1961-1964 Box 1

World Conference on Smoking and Health, 1967 Box 2

Physical Description: 2 folders

Press Releases, 1962-1967, undated

General, 1964-1967 Box 2

General, 1964-1967 Box 6

American Cancer Society, 1962-1967 Box 2

American Medical Association, 1963-1964 Box 2

J. Walter Thompson, 1964 Box 2

National Interagency Council on Smoking and Health, 1964-1965 Box 2

National Tuberculosis Association, 1964 Box 2

Tobacco Institute, 1963-1964, undated Box 2

Scope and Contents

Also precursor names: Tobacco Research USA, Tobacco Industry Research Committee; produced by Hill & Knowlton

Printed Materials, 1952-1967, undated

American Cancer Society, 1963-1967 Box 2

Scope and Contents

Includes: ACS Cancer News; A Time for Decision; Lester Breslow: Scope and Trends of Cancer in the United States; The Great Imitators

American Cancer Society--Compilation of position on tobacco and cancer, 1964 Box 2

American Cancer Society--Reference File for Teen-Age Program on Cigarettes and Lung Cancer, 1964 Box 2

American Heart Association--Smoking and Heart Disease, 1964 Box 2

American Institutes for Research--Factors Related to Successful Abstinence from Smoking, 1965 Box 2

American Medical Association memoranda and reports, 1963-1964 Box 2

American Medical Association--AMA News, 1964 Box 2

Archie Golden, Edward Truex--Smoking and Health: A Local Educational Program, 1963 Box 2

Bare Facts About Smoking, undated Box 2

Bernard Mausner, Ellen Platt--Behavioral Aspects of Smoking, 1966 Box 2

British Consumers Association--Cigarettes, Health and Filter Tips (draft), 1963 Box 6

Bureau of Economics--Report on Cigarette Advertising and Output, 1963 Box 6

Physical Description: 3 folders

C, J. Kensler, S.P. Battista--Components of Cigarette Smoke with Ciliary-Depressant Activity, 1963 Box 2

California Department of Public Health--Cigarette Smoking and Health, 1963 Box 2

Carl Seltzer--Morphological Constitution and Smoking, 1963	Box 2
Charles Ross--Smoking Withdrawal Research Clinics, undated	Box 2
City of New York Department of Health pamphlets on teenage smoking, 1960-1961	Box 2
Clarence Cook Little (Council for Tobacco Research)--Report of the Scientific Director, 1955-1966	Box 2
Congressional Record--Strengthening the Cigarette Labeling Act, 1966	Box 2
Consumer Reports--Cigarettes cover issue, 1957 Mar.	Box 2
Daniel Horn articles, 1965-1966	Box 2

Scope and Contents

Includes: A Systematic Approach to Helping People Give Up Smoking; Dosage Patterns of Cigarette Smoking in American Adults; Progress Report on Britain's Smoking and Health Program; Remedial Action Statements (with Selwyn Waingrow); Smoking Behavior Change (with Selwyn Waingrow); Today's Scientific Knowledge About the Cigarette Problem

David Radner interview on pollution, undated	Box 2
Dean Davies et al--Tables for Lung Cancer Among Non- and Occasional Cigarette Smokers, 1965	Box 2
Donald Odoardo--Lung Cancer Mortality 1949-1961, 1962	Box 2
E. Cuyler Hammond articles, 1961-1965	Box 2

Scope and Contents

Includes: Changes in Cigarette Smoking; Smoking Habits of Men and Women; Smoking in Relation to Mortality and Morbidity; The Influence of Health on Smoking Habits;

E.M. Jellinek--Phases of Alcohol Addiction, 1952	Box 2
Endocrine and Genetic Factors in Cancer of the Lung, 1964	Box 2
Eugene Guthrie--What's Happened Since the Surgeon General's Report on Smoking and Health?, 1965	Box 2
H.J. Eysenck--The Verdict on Smoking, 1964	Box 2
Health Bulletin, 1963-1967	Box 2
Jacob Cohen, Robert Helmann--Heavy Smokers with Low Mortality and the Urban Factor in Lung Cancer Mortality, undated	Box 2
James Swinehart--Changes Over Time in Some Reactions to the Surgeon General's Report, 1963	Box 2
Liggett & Myers--50 Years of Tobacco Research, 1961	Box 6
M. Powell Lawton--Psychosocial Aspects of Cigarette Smoking, 1962	Box 2
Medical Bulletin on Tobacco, 1962-1963 Winter	Box 2
Model for Smoking Behavior Change, 1966	Box 2
National Clearinghouse on Smoking and Health--Smoking and Health Bibliographical Bulletin, 1966	Box 2
National Tuberculosis Association--Cigarette Smoking the Facts, 1964	Box 2
Norman Heimstra et al--Effects of Smoking Upon Sustained Performance in a Simulated Driving Task, undated	Box 2
Opinion Research Corporation--Behavior and attitude survey form, 1966	Box 2

Paul Harvey--Why Quit Smoking?, 1963	Box 2
R.T. Ravenholt et al--Effects of Smoking Upon Reproduction, 1965	Box 2
Reinhard Poche et al [Germany]--Statistical Studies of Bronchial Carcinoma in the North Rhine Westphalia State, 1963	Box 2
Robert Hockett (Tobacco Industry Research Committee)--Current Knowledge of Tobacco and Health, 1962	Box 2
Roy Davis--Progress and Problems in Smoking Education, 1966	Box 2
Silvan Tompkins--Psychological Model for Smoking Behavior, 1965	Box 2
Smoke Signals, 1963-1964	Box 2
Smoking and Health in Transition, 1966	Box 2
Terry Sanford--By Their Own Free Choice: Tobacco and Cancer, 1964	Box 2
Theodore Irwin--The New Five-Day Plan to Stop Smoking, 1963	Box 2
Tobacco Addiction Symposium, 1964	Box 2
Tobacco Institute--Reports on tobacco and health research, 1963-1965	Box 2
Tobacco Manufacturers Standing Committee (U.K.)--Statistics on Smoking in the United Kingdom, 1962	Box 6
U.S. Department of Health, Education and Welfare--Alcohol and Alcoholism, 1967	Box 2
U.S. Department of Health, Education and Welfare--Mortality from Diseases Associated with Smoking: U.S. 1950-1964, 1966	Box 2
U.S. Department of Health, Education and Welfare publications, 1964-1965	Box 2

Scope and Contents

Includes: Cancer of the Lung; You Can Quit Smoking

United Cerebral Palsy--Do's and Don'ts for the Most Important 9 Months in Any Mother's Life, undated	Box 2
University of Texas Cancer Bulletin, 1963 June	Box 2
Why People Smoke, 1961	Box 2
William Stewart (Surgeon General)--Smoking and Health: A Progress Report, 1966	Box 2

[Return to Table of Contents](#)

Smoking and the Public Interest, 1928-1965, undated

General Files, 1928-1965, undated

Bibliography cards, undated	Box 2
Checking documents, 1962-1963, undated	Box 2
Clippings, statements, etc., 1957-1965	Box 2
Consumer Reports--Smoking-related materials, 1953-1963	Box 2
Correspondence, 1963-1965	Box 2
Physical Description: 2 folders	
Epidemiology, 1960-1963	Box 2
Heart studies, 1958-1963	Box 2
Lung cancer studies, 1928-1963	Box 2
Lung health studies, 1959-1964	Box 2
Mortality, 1958-1962	Box 2
Smoking studies, 1955-1963	Box 3
Tobacco industry, 1962-1963	Box 3

Scope and Contents

Includes Liggett & Myers, Lark cigarette, "safe" cigarette filters

Printed Materials, 1956-1965, undated

American Cancer Society publications,
1956-1965 Box 3

Scope and Contents

Includes: ACS Cancer News; CA a Bulletin of Cancer Progress; Cigarette Smoking and Cancer; To Smoke or Not to Smoke?

C.M. Fletcher et al--Common Sense About
Smoking, 1963 Box 3

Clarence Cook Little (Council for Tobacco
Research)--Report of the Scientific Director,
1962-1964 Box 3

Physical Description: 2 folders

Consumers Union--Smoking and the Public
Interest promotional mailing, 1963 Box 3

Dallas Johnson--The Facts About Cancer, 1957 Box 3

Federal Trade Commission--Trade Regulations
Rule for the Prevention of Unfair or Deceptive
Advertising and Labeling of Cigarettes in
Relation to the Health Hazards of Smoking,
1964 Box 3

George Allen (Tobacco Institute)--Tobacco and
the Public Interest, undated Box 3

Pat McGrady pamphlets, 1960-1963 Box 3

Scope and Contents

Includes: Cigarettes and Health; Leukemia--Key to the Cancer Puzzle?;
Science Against Cancer

Royal College of Physicians (Great Britain)--
Smoking and Health, 1962 Box 3

Service d'exploitation industrielle des tabacs
et des allumettes (France)--Problemes

sanitaires lies a l'usage du Tabac (in French),
1962

Box 3

[Return to Table of Contents](#)

Urban Transportation, 1962-1965, undated

Book proposal--Getting There and Back, undated	Box 3
Clippings, 1965	Box 3
Correspondence, 1962-1965	Box 3
Correspondence, 1964-1965 Physical Description: 2 folders	Box 4
Correspondence--Boston, 1964-1965	Box 4
Correspondence--California, 1964-1965	Box 4
Correspondence--Chicago, 1964-1965	Box 4
Correspondence--New York, 1964-1965	Box 4
Correspondence--Philadelphia, 1964-1965	Box 4
Correspondence--St. Louis, 1964	Box 4
Correspondence--Washington, D.C., 1964-1965	Box 4
Drafts (proof pages), 1964-1965 Scope and Contents Includes: Getting There and Back; Metropolitan Transportation	Box 7
Manuscript, 1964 Physical Description: 2 folders	Box 5
Manuscript, 1965 Physical Description: 2 folders	Box 5
Notes, undated Physical Description: 2 folders	Box 5

[Return to Table of Contents](#)