



Guide to the Consumer Reports. Helen Canoyer papers, 1938-1968 and undated

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Summary

Collection Title:

Consumer Reports. Helen Canoyer papers, 1938-1968 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. Helen Gertrude Canoyer was an author, home economist and educator who served as Dean of the Home Economics colleges at Cornell University and the University of Massachusetts. The Helen Canoyer papers include correspondence, clippings, news releases, lecture notes, texts to speeches and articles and other printed materials. An audio tape contains an interview of Canoyer. Much of the materials pertain to Canoyer's work with the Consumer Advisory Council, its administration and its efforts to advocate for consumer protection, consumer education and home economics. Other materials pertain to conferences, personal and professional correspondence, and writings. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11809

Permalink:

<https://idn.duke.edu/ark:/87924/m1hp5q>

Preferred Citation

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

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Background

Scope and Content

The Helen Canoyer papers include correspondence, clippings, news releases, lecture notes, texts to speeches and articles and other printed materials. An audio tape contains an interview of Canoyer. Much of the materials pertain to Canoyer's work with the Consumer Advisory Council, its administration and its efforts to advocate for consumer protection, consumer education and home economics. Other materials pertain to conferences, personal and professional correspondence, and writings.

Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. Helen Gertrude Canoyer was an author, home economist and educator who served as Dean of the Home Economics colleges at Cornell University and the University of Massachusetts.

Helen Canoyer was born in Minnesota in 1903. She attended the University of Minnesota (BS, MS, PhD in 1940, the first woman to graduate with a doctorate at the university) and taught economics and marketing there until World War II. During the war Canoyer served with the War Production Board, Department of Commerce and with the Office of Alien Property Custodian. She became Dean of the College of Home Economics at Cornell University in 1954 and held the position until she retired in 1968; she was the first woman faculty member in the Graduate School of Business and Public Administration at Cornell. In 1962 President Kennedy appointed Canoyer to lead the Consumer Advisory Council. In 1971 Canoyer was named Dean of the College of Home Economics at the University of Massachusetts. Canoyer died in San Francisco in 1984.

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Arrangement

Organized into the following series: Consumer Advisory Council files; Personal and Professional files; Audiovisual materials

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Administrative Information

Publication Statement

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Access Restrictions

Access note. Collection contains fragile audiovisual/photographic formats that may need to be reformatted before use. Contact Research Services for access.

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

Processing Information

Processed by Richard Collier, Feb. 2020;

Accessions described in this collection guide: 2019-0130

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Related Materials

Related Material

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

Consumer Reports. Frances Warne papers;

J. Walter Thompson Company. Information Center vertical file;

J. Walter Thompson Company. Public relations records;

McCann-Erickson vertical file

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Names and Subjects

- consumer protection
- Consumer education
- Home economics -- United States -- History
- Canoyer, Helen Gertrude, 1903-1984
- John W. Hartman Center for Sales, Advertising & Marketing History
- United States. Consumer Advisory Council

Collection Inventory

Consumer Advisory Council, 1962-1966, undated

General Files, 1962-1966, undated

Appontment of Esther Peterson and establishment of the Consumer Advisory Council, 1964	Box 1
Budget, 1962	Box 1
Clippings--Canoyer appointment, etc., 1964	Box 1
Committee no. 1--Consumer standards, grades, labels, 1962-1964	Box 1
Committee no. 2--Consumer-government communication, 1962-1963	Box 1
Committee no. 3--Consumer representation, 1962-1963	Box 1

Committee no. 4--Consumer credit and economic welfare, 1962-1963	Box 1
Committee no. 5--Interrelation, 1962	Box 1
Committees, 1963	Box 1
Consumer Conference, 1963-1964	Box 1
Executive Order establishing the President's Committee on Consumer Interests and the Consumer Advisory Council, 1962	Box 6
Expense vouchers, 1962-1964	Box 1
Initial materials--Council founding, etc., 1962-1963	Box 1
Joint resolution on tire safety, 1964	Box 1
List of suggested topics for the Council, undated	Box 1
Lists of representatives, members, etc., 1962-1964	Box 1
Lists of representatives, members, etc., 1964	Box 6
Massachusetts Consumer Act, 1963	Box 1
Meeting minutes and correspondence, 1962 July-Sept.	Box 1
Physical Description: 3 folders	
Meeting minutes and correspondence, 1962 Nov.-1964	Box 2
Physical Description: 7 folders	
Memoranda and correspondence, 1962-1965	Box 2
Physical Description: 3 folders	
Memoranda and correspondence, 1964	Box 6
Messages from the President, 1962-1966	Box 2
News releases, 1963-1964	Box 2

News releases, 1964-1965	Box 6
Newsletter proposal, 1963	Box 2
President's Committee on Consumer Interests, 1964-1965	Box 2
President's Committee on Consumer Interests--Group photograph, undated	Box 2
Recommendations, 1963	Box 3
Physical Description: 3 folders	
Resolutions, 1964	Box 3
Resolutions, 1964	Box 6
Staff report, 1964	Box 3
Status report on legislation, 1963-1964	Box 6
Summary statement on the Council, 1962	Box 3
Terms of reference, undated	Box 3
Walter Heller (Council of Economic Advisors), 1962-1963	Box 3

Speeches, reports, etc., 1962-1966, undated

Advice to Esther Peterson (Helen Nelson), 1964	Box 3
Consumer Advisory Council speech by Canoyer, 1962	Box 3
Consumer Problems and Consumer Education Needs (Margaret Brown, USDA), 1963	Box 3
Further Thoughts on the Proposed Consumer Committee (Caroline Ware), 1963	Box 3
Government Consumer Programs in Europe (David Swankin, John Walsh), 1966	Box 3
Jacob Javits report on the Senate, 1964	Box 3

Note cards, undated	Box 3
Statement to President Kennedy (Canoyer), 1963	Box 3
The Consumer Advisory Council: Innovation in Consumer Representation (Robert Lampman), 1963	Box 3
The New Frontier and the Consumer Interest (Robert Lampman), 1963	Box 3

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Personal and Professional Files, 1938-1968, undated

Academic Files, 1950-1953, undated

Class record book, University of Minnesota, 1953	Box 3
Consumer Credit course notes, undated	Box 3
Consumer Movement course notes, undated	Box 3
Physical Description: 2 folders	
Economics of Consumption, 1950	Box 3
Marketing Theory seminar, 1952	Box 3
Marketing Theory seminar, 1954	Box 4
Seminar in Marketing, undated	Box 4

General Files, 1940-1968

Chronological files, 1955-1968	Box 4
Physical Description: 4 folders	
Consumer Conference, 1953	Box 4
Consumer Education Conference, 1940	Box 4
Economic Conference, 1955, 1960	Box 4
Physical Description: 2 folders	

NASULGC (National Association of State Universities and Land Grant Colleges) Home Economics Conference, 1968 Box 4

New Mexico State University (job offer), 1967-1968 Box 4

New York State Women's Council, 1966-1967 Box 4

Speeches, Reports, etc., 1938-1968

Consumer Advisory Council: Its Role in Consumer Representation, 1964 Box 4

Consumer Advisory Council meeting opening statements, 1962-1963 Box 4

Effectiveness as Consumers, 1954 Box 5

For the Consumer, What Breakthroughs?, 1966 Box 5

Government and the Consumer, 1964 Box 5

Government and the Consumer: Representation and Education, 1964 Box 5

Is the Consumer King or Slave?, 1954 Box 5

Middlemen in the Domestic Textile Trade of Great Britain 1800-1860, 1938 Box 5

New Horizons in Extending Home Economics, 1956 Box 5

Preparation in Economics as an Essential for Extension Personnel, 1957 Box 5

Retail Chain Stores in Great Britain from 1900-1930, 1930s Box 5

Some Observations Concerning Economics of Consumption, 1952 Box 5

The Changing Mission of Home Economics, 1968 Box 5

The Consumer Advisory Council: Its Origin, Purpose and Problems, 1963	Box 5
The Consumer in the American Economy, 1964	Box 5
The Functioning and Significance of the Consumer in the American Economy, 1954	Box 5
The Role of the Consumer in Our Economy: Theory and Reality, 1963	Box 5
The Role of the Consumer in Our Society, 1964	Box 5
The Role of the Home Economist in Consumer Education, 1958	Box 5
The Value of Economics to Home Economics, 1955	Box 5
The Work of the Consumer Advisory Council, 1963	Box 5
Welcome remarks--Conference for Home Economists Working with Low-Income Families, 1965	Box 5
What's Being Done to Make the American Homemaker a Better Consumer, 1964	Box 5
Speeches, Reports, etc.--By Others, 1968	
A Department Head Examines the Specialist-Generalist Question (S.J. Ritchey, Va. Tech.), 1968	Box 5
Organization in Higher Education (Paul Dressel, Michigan State), 1968	Box 5
Research and Graduate Study (Margaret Hard), 1968	Box 5
The Case for Specialization and Generalization (Jane Rees), 1968	Box 5

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Audiovisual Materials, 1959

Interview with Helen Canoyer by Marth Brooks,
WGY, "Sumptuary Savvy" TRT 13:35, 1959

Box 5 > Audio-reel RL11809-
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