



# **Guide to the Consumer Reports. James A. Guest papers, 1936-2015**

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## Summary

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**Collection Title:**

Consumer Reports. James A. Guest papers, 1936-2015

**Creator:**

Consumer Reports (Firm); Guest, James A.

**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 as Consumers Union. James Guest served Consumers Union as a member of the Board of Directors (1980-2001) and President (2001-2014). Collection includes audiovisual optical disks; clippings; correspondence; executive planning documents; photographs; policy manuals; survey research reports and other printed materials. Topics include institutional anniversaries; Board of Directors membership and tenure; financial management and advocacy; health and medical care and insurance; consumer health and patient advocacy. Institutions represented in the collection include the American Board of Internal Medicine; American Council on Consumer Interests; Consumer Federation of America; and Consumers International. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

10.0 Linear Feet

**Language:**

Materials in English.

**Collection ID:**

RL.11968

**Permalink:**

<https://idn.duke.edu/ark:/87924/m18b2z>

**Preferred Citation**

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

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## Background

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### Scope and Content

Collection includes audiovisual optical disks; clippings; correspondence; executive planning documents; photographs; policy manuals; survey research reports and other printed materials. Topics include institutional anniversaries; Board of Directors membership and tenure; financial management and advocacy; health and medical care and insurance; consumer health and patient advocacy. Institutions represented in the collection include the American Board of Internal Medicine; American Council on Consumer Interests; Consumer Federation of America; and Consumers International.

### Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936 as Consumers Union. James Guest served Consumers Union as a member of the Board of Directors (1980-2001) and President (2001-2014).

James A. Guest was born in 1940 and attended Amherst College (BA, Economics, 1962) and Harvard Law School (JD, 1967). After graduation Guest was a legal assistant for Senator Ted Kennedy (1968-1971) before joining the Vermont state government (Commissioner of the Banking and Insurance Department 1973-1976; Secretary of State 1977-1981; Secretary of the Development and Community Affairs Agency 1985-1987). Guest worked as a talk show host (WJOY, 1983-1984) and served as president of both Planned Parenthood of Maryland (1989-1995) and the Center to Control Handgun Violence (1996-1997). Guest was also Director of the American Pain Foundation (1997-2001). James Guest joined the Board of Directors of Consumers Union in 1980 and remained a member until his election as President to succeed Rhoda Karparkin, who retired in 2000. Guest retired from Consumer Reports in 2014.

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## Arrangement

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Organized into the following series: Administrative and General Files; Consumers Union Anniversaries; History Files; Personal Files; Health Policy Files.

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## **Administrative Information**

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### **Publication Statement**

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

### **Access Restrictions**

Access restricted. Collection is closed by donor request until 2040. Collection also contains fragile audiovisual 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 Rubenstein Library's Citations, Permissions, and Copyright guide.

### **Acquisition Information**

The Consumer Reports. James A. Guest papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2019.

### **Processing Information**

Processed by Richard Collier, Feb. 2022;

Accessions described in this collection guide: 2019-0130.

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## Related Materials

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### Related Material

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

Consumer Reports Archives records;

Consumer Reports. Board of Directors records;

Consumer Reports. Edward M. Brecher papers;

Consumer Reports. Esther Peterson papers;

Consumer Reports. Office of Public Information records.

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## Names and Subjects

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- Consumer advocacy
- consumer protection
- Consumer education
- Medical care
- Insurance, Health
- Guest, James A.
- John W. Hartman Center for Sales, Advertising & Marketing History

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## Collection Inventory

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### Administrative and General Files, 1936-2015

#### Access Restrictions:

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

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Accomplishments 2001-2013, 2014	Box 1
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Advocacy, 2003-2014	Box 1
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American Council on Consumer Interests (ACCI), 2002	Box 1
Annual meeting (Colston Warne resignation), 1949	Box 1
Annual meetings, 1992-2004 <b>Physical Description:</b> 3 folders	Box 1
Annual reports, 1936, 2005-2014 <b>Physical Description:</b> 2 folders	Box 1
Australian Consumers' Association--Consumer Summit, 2002 <b>Physical Description:</b> 2 folders	Box 19
Awards--Better Business Bureau, 2009-2010	Box 1
Awards--Modern Healthcare, 2009-2012	Box 1
Awards--National Center for Emerging and Zoonotic Infectious Diseases, 2013	Box 1
Board of Directors, 1987-1990	Box 1
Board of Directors--Board members service history, 1936-2000	Box 1
Board of Directors--Members, 1978-2014	Box 1
Board of Directors--Memoranda, 1945-2014 <b>Physical Description:</b> 2 folders	Box 2
Board of Directors--Orientation manual, 1984 <b>Physical Description:</b> 2 folders	Box 2
Board of Directors--Presidential search, 1998-2000	Box 2
Bob Karpel (Consumers Union engineer), 2008	Box 2
Branding, 2001-2010	Box 2
Center for Consumer Studies concept paper, 2005	Box 2

Certificate of incorporation, 1936, 1981	Box 2
Conflict of interest policy, 2003	Box 19
Consumer Federation of America (CFA), 1945-2012	Box 2
<b>Physical Description:</b> 2 folders	
Consumer Federation of America (CFA)--Spectrum as Speech in the 21st Century (Speech by Mark Cooper), 2005	Box 16 > Disk RL11968-OP-001
<b>Access Restrictions:</b>	
Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.	
Consumer Product Safety Commission (CPSC), 2001	Box 2
Consumer Reports--Monthly columns from the President, 2001-2014	Box 3
<b>Physical Description:</b> 2 folders	
Consumer Reports Books, 1986-2015	Box 3
Consumer Reports Online (CRO), 2001-2006	Box 3
Consumer Revolution on the Web conference, 2008	Box 3
Consumers International, approximately 2006-2015	Box 3
<b>Physical Description:</b> 2 folders	
Consumers International--China, 2004	Box 3
Consumers Union quotes, approximately 2005	Box 3
Correspondence, 1995-2012	Box 3
Customer relations policy, 1994	Box 3
Editorial Department, 2005-2006	Box 3
Executives, staff, 2000-2013	Box 3

Exhibit of Consumers Union photography (with Michael Miller biography), 1990	Box 3
External activities binder, 2003-2004 <b>Physical Description:</b> 2 folders	Box 4
External activities binder, 2003-2004	Box 16
External activities binder, 2003-2004 <b>Physical Description:</b> 2 folders	Box 18
Federal Trade Commission visit, 2007	Box 4
Federation of State Medical Boards, 2007	Box 4
Financial advocacy, 2001-2012	Box 4
Financial advocacy, 2009-2011	Box 18
Financial advocacy--Faces of Foreclosure, approximately 2009	Box 16 > Disk RL11968-OP-004
<b>Access Restrictions:</b> Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.	
Financial advocacy--CNBC The Call: Main St. Business, trt 4:05, 2010	Box 16 > Disk RL11968-OP-005
<b>Access Restrictions:</b> Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.	
Franchise planning, 2006	Box 4
Fundraising, 1990-2009	Box 4
Goals, 2001-2014	Box 4
Goals--Reports to the Board, 2002-2005 <b>Physical Description:</b> 2 folders	Box 4
Goals--Reports to the Board, 2006-2014 <b>Physical Description:</b> 4 folders	Box 5

Joel Nobel--A Few Thoughts on Integrity, 2007	Box 5
Karpatkin Advocates program, 2000-2007	Box 5
Leadership, 2005-2013	Box 5
Leadership succession, 1998-2014	Box 5
Legal issues, 2001-2006	Box 5
Marketing, 2004-2008	Box 18
Media and quotes, 2001-2014	Box 5
Memos, emails, 2001-2012	Box 5
Mission statement, 2001	Box 5
Operations planning, 2001-2004	Box 5
Operations planning, 2002	Box 16
Operations planning, 2005-2014	Box 6
<b>Physical Description:</b> 3 folders	
Organizational culture and climate survey, 2004-2006	Box 6
<b>Physical Description:</b> 8 folders	
Performance Management Overview, 2013	Box 7
Photographs, 2000-2008	Box 7
Policies, 1996-2013	Box 7
<b>Physical Description:</b> 2 folders	
Policies--No Commercialization, 1986	Box 7
<b>Physical Description:</b> 2 folders	
Press binders, 1999-2014	Box 7
<b>Physical Description:</b> 4 folders	
Press mentions, 1989-2015	Box 8
Press mentions, 2001-2010	Box 18
<b>Physical Description:</b> 2 folders	

Press mentions, 2002-2005	Box 16
<b>Physical Description:</b> 2 folders	
Press releases, 2000-2001	Box 8
Printed materials--Alfred and Shirley Wampler Caudill Lecture photo book, 2012	Box 8
Printed materials--Consumers and consumerism in America today, 2002	Box 8
Printed materials--Jim Collins--Good to Great and the Social Sectors, 2002-2005	Box 8
Printed materials--Standing Up Fighting Back exhibit book, 2014	Box 16
Printed materials--The Limitations of a Potentially Powerful Consumer Organization, approximately 2006	Box 8
Printed materials--The Pivot, 2013	Box 8
<b>Scope and Contents</b>	
Book on rebranding handed out to Board members	
Product safety, 2002-2015	Box 8
Shopping strategy, 2007	Box 8
Space planning report, 2006	Box 8
Speeches, 2001-2012	Box 8
<b>Physical Description:</b> 2 folders	
Staff meetings, town halls, 2002-2009	Box 8
Staff meetings, town halls, 2010-2013	Box 9
<b>Physical Description:</b> 2 folders	
Strategic opportunities, 2013-2014	Box 9
Strategic planning, 2000-2014	Box 9
<b>Physical Description:</b> 3 folders	
Strategic planning, 2013	Box 16

Survey research, 1937, 2005-2006	Box 9
Technical Department, 2007-2013	Box 9
Technical Department--Contract laboratory testing 2001-2006, 2007	Box 18
Technical Department--Monte Florman obituary, 2015	Box 9
Technical Department--R. David Pittle retirement, 2005	Box 9
Television, 2005-2015	Box 9
Television--Consumers Union Television Project, approximately 2005	Box 16 > Disk RL11968-OP-003
<b>Access Restrictions:</b>	
Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.	
Testimony--Do Not Call Registry, 2003	Box 10
Values survey--Comments by theme, 2006	Box 10
Vision statement, 2013	Box 10
Warren Braren obituary, 2015	Box 10
Washington Office, 1994	Box 10
Webwatch strategic plan, approximately 2006	Box 10

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### **Consumers Union Anniversaries, 1937-2014**

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10th anniversary, 1946	Box 10
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20th anniversary, 1956	Box 10

30th anniversary, 1966	Box 10
50th anniversary, 1986	Box 10
60th anniversary, 1996	Box 10
73rd anniversary, 2009	Box 10
75th anniversary--Grand Central Terminal event binders, 2011 <b>Physical Description:</b> 4 folders	Box 10
75th anniversary--Grand Central Terminal event binders, 2011	Box 11
75th anniversary--Materials, 2011	Box 11
75th anniversary--Planning, 2009-2011	Box 11
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Other organizations, approximately 2009	Box 11

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### History Files, 1936-2014

Accomplishments, 2000-2014 <b>Physical Description:</b> 2 folders	Box 11
Colston Warne tributes, approximately 1980	Box 11
Consumer movement, 1985-2014	Box 11
Consumer Reports, 1936-2014 <b>Physical Description:</b> 2 folders	Box 12
Heritage project, 2013-2014	Box 12

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### Personal Files, 1980-2015

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Election to Presidency, 2000-2002	Box 12
Interview for Presidency, 2000	Box 12
Memoranda, etc., 1980-2009	Box 12
Retirement, 2014	Box 12
Retirement tribute book, 2014	Box 12
Survey of the President reports, 2008-2009	Box 12
Tribute book in wooden case, 2015	Box 17

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### Health Policy Files, 1993-2014

**Access Restrictions:**

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

ABIM (American Board of Internal Medicine) "Choosing Wisely" forum, 2012	Box 12
ABIM (American Board of Internal Medicine) "Choosing Wisely" forum, 2012-2014 <b>Physical Description:</b> 3 folders	Box 13
Activists Summit, 2007	Box 13
Advocacy, 2000-2014 <b>Physical Description:</b> 2 folders	Box 13
Affordable Care Act, 2009-2010	Box 13
Best Buy Drugs, 2005-2007	Box 14
Brochures, 1993-2014	Box 14
Clippings, 2006-2012	Box 18
Drug safety, 2007	Box 14

Drugs, 2005-2013	Box 14
Drugs I Need (music by Austin Lounge Lizards, animation by The Animation Farm), 2005	Box 16 > Disk RL11968-OP-006
<b>Access Restrictions:</b>	
Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.	
Food (Arsenic), 2013-2014	Box 14
Health care reform campaign highlights, 2010	Box 16 > Disk RL11968-OP-002
<b>Access Restrictions:</b>	
Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.	
Health Care Summit, 2007	Box 14
<b>Physical Description:</b> 2 folders	
Health ratings, 2009-2014	Box 14
Health initiative binder, 2006-2011	Box 14
<b>Physical Description:</b> 2 folders	
Health system reform, 2006-2009	Box 15
<b>Physical Description:</b> 2 folders	
Health vision, 2010	Box 15
HELP (Committee on Health, Education, Labor and Pensions), 2009	Box 15
Institute of Medicine, 2010-2014	Box 15
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