



# **Guide to the Consumer Reports. Marketing and Circulation records, 1936-2011**

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## Summary

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**Collection Title:**

Consumer Reports. Marketing and Circulation records, 1936-2011

**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 as Consumers Union. Marketing and Circulation records include budget reports, clippings, correspondence, mailings, planning and research reports and other printed materials that document Consumers Union's efforts to promote its publications primarily through direct-to-consumer advertising, subscription, and subscription renewal campaigns. Correspondents include Consumers Union executives such as Colston Warne, Jonathan Leff, Sidney Shainwald, and Walker Sandbach; as well as consultants, periodical distribution firms, and subscription service providers. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

18.0 Linear Feet

**Language:**

Materials are in English.

**Collection ID:**

RL.11929

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1nh9r>

**Preferred Citation**

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

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## **Background**

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### **Scope and Content**

Marketing and Circulation records include budget reports, clippings, correspondence, mailings, planning and research reports and other printed materials that document Consumers Union's efforts to promote its publications primarily through direct-to-consumer advertising, subscription, and subscription renewal campaigns. Correspondents include Consumers Union executives such as Colston Warne, Jonathan Leff, Sidney Shainwald, and Walker Sandbach; as well as consultants, periodical distribution firms, and subscription service providers.

### **Biographical/Historical**

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936 as Consumers Union.

Marketing and Circulations operations are responsible for the promotion of Consumers Union publications; subscription and distribution research; and communications with current and former subscribers.

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## **Arrangement**

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Organized into the following series: Administrative and General Files; Direct Mail Campaigns; Promotional Activities.

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## **Administrative Information**

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### **Publication Statement**

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### **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 Rubenstein Library's Citations, Permissions, and Copyright guide.

### **Acquisition Information**

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

### **Processing Information**

Processed by Kristina Thomas, February, 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 Books Division records;

Consumer Reports. Editorial Department records;

Consumer Reports. Educational Services records;

Consumer Reports. Reader Service Department records;

Consumer Reports. Sidney Shainwald papers;

Jim Kobs papers;

Lester Wunderman papers;

Wunderman archives.

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## Names and Subjects

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- Advertising, Direct-mail
- Consumer education
- Direct marketing
- Periodicals -- Circulation
- Periodicals -- Circulation -- Auditing
- Periodicals--Marketing
- Periodicals -- Publishing
- Subscription business
- John W. Hartman Center for Sales, Advertising & Marketing History
- Consumer Reports (Firm)
- Consumers Union of United States

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## Collection Inventory

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### Administrative and General Files, 1937-2006

1956 annual issue, 1955	Box 1
1974 buying guide meeting, 1973	Box 1
1975 ballot, 1975	Box 1
1989 marketing program, 1988-1989	Box 1
American Airlines shipping, 1974	Box 1
Annual income of subscribers, 1954-1956	Box 1
Attached billing counts, 1989	Box 1
Auto show proposal, 1973	Box 1
Ballot mailing, 1956	Box 1

Banking, marketing and direct mail, 1971	Box 1
Barry Kushner (Rumford Press), 1974	Box 1
Budget analysis and assumptions, 1989-1990	Box 32
Budget book, 1988-1990	Box 1
<b>Physical Description:</b> 2 folders	
Budget expenses, 1989-1993	Box 1
Budget statistics and assumptions, 1987-1989	Box 1
<b>Scope and Contents</b>	
Includes billing renewals, marketing strategies, production estimate, monetary records/history	
Budget statistics and assumptions, 1987-1989	Box 2
<b>Physical Description:</b> 6 folders	
Budget statistics and assumptions, 1989-1992	Box 3
<b>Physical Description:</b> 6 folders	
Budget statistics and assumptions, 1990-1992	Box 4
<b>Physical Description:</b> 4 folders	
Budget statistics and assumptions, 1991	Box 32
Business market strategies, 1989	Box 4
Buying and billing, 1988-1989	Box 4
Buying Guide issue, 1972	Box 4
Buying Guide schedule, 1973	Box 4
<b>Physical Description:</b> 2 folders	
Carl P. Bloom resume, approximately 1972	Box 4
Cary Castle resume, approximately 1972	Box 4
CDG Data Center, 1986-1999	Box 4
Charles Johnson correspondence, 1970-1975	Box 4

**Scope and Contents**

Charles Johnson was the head of the Mailing and Machines Department at Consumers Union.

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Circulation membership renewals, 1941-1953 Box 5

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Circulation newsletter, 1974 Box 5

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Computer letters, 1968-1970 Box 5

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Computer letters rate sheet, approximately 1970 Box 5

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Congressional Record--Senate, 1973 Box 5

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Consumer Interest Foundation, 1972-1973 Box 5

**Physical Description:** 2 folders

**Scope and Contents**

Includes donation records, environmental suits, case studies, analysis

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Consumer magazine data, 1946-1954 Box 5

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Consumer purchases analysis, approximately 1954 Box 5

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Consumer Reports customer demographics, 2006 Box 5

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Consumer Reports promotional material, 1975-1976 Box 5

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Consumer statistics, 1975 Box 5

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Consumers Association of Canada, 1963-1974 Box 5

**Physical Description:** 2 folders

**Scope and Contents**

Includes group services correspondence, national printers information, correspondence on Canadian subjects, Canadian subjected direct mail

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Consumers buying guides, 1974 Box 5

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Consumers Union life insurance report, 1974 Box 5

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Control Processing Services, 1966-1972	Box 5
<b>Scope and Contents</b>	
Correspondence with Consumers Union, Book Club Associated Inc.	
Correspondence with agencies, 1969-1972	Box 5
<b>Physical Description:</b> 2 folders	
Creative price test analysis, 1985-1987	Box 32
Customer APS and Money Advisor reports, 2006	Box 6
Customer demographics annually and monthly, 2006	Box 6
Customer demographics outline, 2006	Box 6
Customer fundraiser and health letters, 2006	Box 6
Customer medical guide monthly and annually, 2006	Box 6
Customer new and used car buying kit, 2006	Box 6
Direct mail activity, 1986-1987	Box 6
Direct Mail Advertising Association (DMAA), 1970-1973	Box 6
Direct mail recaps and information, 1986-1995	Box 6
Direct mail recaps and information, 1986-1995	Box 32
Dress and casual comfort shoes project/proposal, 1994	Box 6
Enterprise program user's guide (Target America), approximately 2002	Box 6
Fact sheets--Consumers Union, 2003	Box 6
February promotion information, 1975	Box 6
Financial and tax planning seminars, 2004	Box 6
Financial bills, 1974-1975	Box 6

Financial projections, 1990-1991	Box 6
Florence Wolf Inc., 1970-1971	Box 6
Gallagher report, 1974	Box 6
General correspondence, 1969-1974	Box 6
General correspondence, 1970-1974	Box 7
General marketing and promotion, 1971	Box 7
Gift programs, 1988-1990	Box 7
<b>Scope and Contents</b>	
Holiday/non-holiday billings, donor renewals, holiday programs, holiday reports	
Global lists, 1972	Box 7
Group service leader survey--Los Angeles (Elizabeth Carberry), 1957	Box 7
Group Services, 1939-1974	Box 7
<b>Physical Description:</b> 3 folders	
<b>Scope and Contents</b>	
Includes correspondence, group letters, correspondence with group leaders	
Group Services forms, etc., 1937-1941	Box 7
Group Services forms, etc., 1937-1941	Box 8
<b>Physical Description:</b> 2 folders	
H.L. Horns correspondence, 1969	Box 8
Health Letters print order projections, 1988-1991	Box 32
Health Letter summaries, 1990-1993	Box 8
Health plan and renewal assumptions, 1990-1991	Box 8
Highlights of recent Consumers Union coverage, 1974	Box 9

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Holiday gift program, 1989-1991	Box 9
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Income rate notes, approximately 1972	Box 9
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Independent News Company correspondence, 1969-1973	Box 9
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**Physical Description:** 2 folders

**Scope and Contents**

Correspondence with administration, news corporations, magazines, and administrators (P. Goldberg, S. Taylor, etc.)

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Independent News Co. statistics and cash receipts, 1942-1975	Box 31
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**Scope and Contents**

Includes direct mail costs, projected yearly statistics, gains/lists, financial billings, performance stats, renewal stats, relationship tables, health letters costs/projections

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Inventory control and gross copies served, 1989-1990	Box 32
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John Esposito (Rumford Press), 1971-1973	Box 9
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John J. Rainey resume, approximately 1975	Box 9
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Jonathan Leff (Consumer Reports Books) correspondence, 1970-1973	Box 9
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**Physical Description:** 2 folders

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Joseph I. Sax excerpts, 1971	Box 9
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**Scope and Contents**

From "Defending the Environment: A Strategy for Citizen Action"

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"Judy Weiss" direct mail test, 1992-1993	Box 9
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Karpatkin Ohrenstein & Karpatkin, 1962-1971	Box 9
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**Scope and Contents**

Correspondence with Robert Smith, federal trade commission and Paul Goldberg

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List history selection, 1984	Box 32
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Listfax Computer Services, 1971-1972	Box 9
Mail count discrepancies, 1970	Box 9
Marketing and customer service samples, 2002-2003	Box 9
Mechanical Technology Inc., 1972	Box 10
Membership records of Consumers Union, 1940	Box 31
Neal P. Myerberg (Myerberg Shain & Associates, investment consultants), approximately 1990	Box 10
Negative customer letters on marijuana, 1972-1973	Box 10
Neodata fulfillment proposal, 1992	Box 10
New creative direct marketing test (Harrison), 1990	Box 10
Newsstand sale memos, 1954-1956	Box 10
Paul Goldberg, 1972	Box 10
Penny Power statistics and operating summaries, 1990	Box 32
"Peter Gelb" direct marketing test, 1992	Box 10
<b>Physical Description:</b> 2 folders	
Phillip Sheats Associates, 1972-1975	Box 10
<b>Scope and Contents</b>	
Includes correspondence, sectional center numbers	
Planning for high fixed rate incomes, 2005	Box 10
Policy resolutions--Consumer Federation of America, 1973	Box 10
Post Office complaint, 1968	Box 10
Postal service rates and regulations, 1973	Box 10

Preliminary budget estimate, 1970s	Box 10
Preliminary reports on readership, 1974	Box 10
Price Club of America, 1970	Box 10
Price statistics 1972-1986, 1986	Box 32
Price direct mail test offer, 1990	Box 10
Print and school order information, 1989	Box 10
Print orders, 1989	Box 32
<b>Scope and Contents</b>	
Includes late payments and late renewals	
Print orders, 1989-1991	Box 11
<b>Physical Description:</b> 3 folders	
<b>Scope and Contents</b>	
Print orders statistics, correspondence sales	
Printing department specifications, 1970s	Box 11
Printronic Corporation of America, 1971-1972	Box 11
Product announcements, 1972	Box 11
Projections by year, 1989-1993	Box 32
Promotional reports, 1953-1957	Box 11
Promotional results, 1988-1989	Box 11
<b>Scope and Contents</b>	
Test programs, television campaigns, campaign statistics	
Proposal and publications lists, 1971	Box 11
Property and Business, 2003	Box 11
Publishers Clearance House, 1970	Box 11
Publishing and selling mail order books, approximately 1972	Box 11

Psychotherapeutic services memo (Peter King), 1970s	Box 11
Ralph Nader letter from Scott Maynes, 1973	Box 11
Renewal lists and monetary analysis, 1973-1991	Box 31
<b>Scope and Contents</b>	
Includes media recommendations, relationship table statistics	
Renewal returns, 1963-1974	Box 11
Reprints, approximately 1974	Box 12
Research proposals, 1968	Box 12
Rhoda Karpatkin, 1974-1975	Box 12
Richard Thomas and Associates, 1972	Box 12
Robert A. Benzinger (Patent attorney), 1970	Box 12
Robert Karpel profile, approximately 2002	Box 12
Routing slips, 1965-1975	Box 12
<b>Physical Description:</b> 2 folders	
Rumford Press, 1971-1973	Box 12
Ruth Lembeck resume, 1960s	Box 12
San Francisco Advertising Club, 1972	Box 12
Semi-Monthly status report, 1973	Box 12
Seminar Questionnaire, 2000s	Box 12
Shooting scripts, 1974	Box 12
Sidney Shainwald, 1965-1971	Box 12
<b>Physical Description:</b> 4 folders	
Staff testimony, 1973	Box 12
State of New York in Assembly, 1973	Box 12
Statement on narcotics legislation, 1973	Box 12

Stipulation between Consumers Union and Newspaper Guild, 1972	Box 12
Subscriber surveys, 1970s	Box 12
Subscriptions by postal zones, 1950s	Box 31
Subscriptions analysis, 1937-1954	Box 13
Subscriptions renewal rates, 1974	Box 13
Survey--Subscriber research, 1968-1969	Box 13
<b>Scope and Contents</b>	
Correspondence with Benson and Benson, P. Goldberg	
Target America, 2003	Box 13
Tax treatment of income from sale of mailing lists, 1980s	Box 31
Television markets, 1980s	Box 13
Tests and projected results, 1991-1992	Box 13
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Renewals and declined renewals, direct mail propaganda, promotion and tests on promotion	
The Atlantic Monthly, 1971-1974	Box 13
The Amorphia Reports: Licit and Illicit drugs, 1973	Box 13
The Coolidge Company, 1972	Box 13
The Folio Magazine, 1972	Box 13
The Hope School, 1972	Box 13
The Medicine Show preface, 1970s	Box 13
The Moore-Contrell subscription agencies, 1965	Box 13
Third class advertising, 1970s	Box 13

Travel Letter, 1988-1989 <b>Physical Description:</b> 2 folders	Box 13
Travel Letter action plan (Richard Cross and Associates), 1990	Box 13
Travel Letter budget, 1991	Box 13
Travel Letter budget, 1991	Box 14
Travel Letter renewals, 1989 <b>Physical Description:</b> 4 folders	Box 14
Travel Letter yearly projections, 1991	Box 14
Travel sample letters: Marie Esther, 1993-1994	Box 14
Trip report, 1971	Box 14
Vincent Moschella (Editorial Department), 1974-1975 <b>Physical Description:</b> 2 folders	Box 14
Walker Sandbach, 1969-1973	Box 15
Western Conference of the Direct Mail Advertising Association (DMAA), 1970	Box 31
William Steiner Associates, 1972	Box 15
World Field Research, 1967	Box 15
Zillions 1991 production, 1991	Box 15
Zillions baseball project, 1992-1993	Box 15
Zillions budget, 1990-1991 <b>Physical Description:</b> 2 folders	Box 15
Zillions school budget, 1990-1991	Box 15
Zillions sneaker correspondence, 1991-1992	Box 15
Zillions sneaker testing, 1993-1995 <b>Physical Description:</b> 2 folders	Box 15

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## Direct Mail Campaigns, 1936-2007

A family guide to immunization, 1974	Box 16
Advertisements and television guides, 1975-1977	Box 16
Automobile contest, approximately 1939	Box 16
Automobile magazines, 1950-1959	Box 16
Billing and renewal letters, approximately 1974	Box 16
Buying a car magazines, 1994	Box 16
Canadian renewal letters, 1971	Box 16
Cars of the 50's calendar, 2000-2005	Box 16
Christmas buying issue, 1942-1945	Box 16
Christmas gift promotion, 1970-1974	Box 16
Christmas order form, 1970	Box 16
Computer letters, 1971	Box 16
Consumer Reports advertisements, 1970-1974	Box 16
<b>Physical Description:</b> 3 folders	
Consumer Reports Canadian mail, 1970-1973	Box 17
Consumer Reports desk calendar, 1988-1995	Box 17
<b>Physical Description:</b> 7 folders	
Consumer Reports direct mail, 1976-1986	Box 18
<b>Physical Description:</b> 8 folders	
Consumer Reports direct mail, 1982-1988	Box 19
Consumer Reports gift materials, approximately 1984	Box 19

Consumer Union letter to women consumers (draft), approximately 1975	Box 19
Consumer Union magazines, 1940-1949	Box 19
Coughs Colds, 1938	Box 19
Direct mail advertisements, 1951-1974	Box 32
Edwin Diamond newspaper, 1974	Box 19
Facts you need before you buy, 1960	Box 31
Full campaign description for Travel Letter direct mail, summer season, 1992	Box 31
Fundraising, 1985	Box 19
"Grace Garguilo" direct mail tests, 1991-1992 <b>Physical Description:</b> 3 folders	Box 19
Guide to income tax, 1995	Box 19
Helpful Hints wall calendar, 2001-2005	Box 19
"Irv Wunderman" Travel Letter offer, 1993	Box 20
Jim Davis Zillions offers, 1993	Box 20
"Judy Weiss" direct mail tests, 1994-1995 <b>Physical Description:</b> 3 folders	Box 20
Just 4 Your Kids Zillions tests, 1991	Box 20
"Ken Scheck" Zillions offers and tests, 1992-1993	Box 20
"Ken Scheck" Zillions offers and tests, 1992-1993 <b>Physical Description:</b> 2 folders	Box 21
"Ken Schneider" 21 questions, 1975	Box 21
Mailings, 1975	Box 21

Magazines and promotional packages, 1979 <b>Physical Description:</b> 3 folders	Box 21
National Journal, 1972	Box 22
New databases, 1994	Box 22
"Peter Lebensold" Travel Letter test, 1990s	Box 22
Price increase notifications, 1974	Box 22
Promotional materials, 1939-1970s <b>Physical Description:</b> 7 folders	Box 22
Promotional materials, 1939-1984 <b>Physical Description:</b> 7 folders	Box 23
Promotional materials, 1936-1984 <b>Physical Description:</b> 2 folders	Box 24
"R. Rodderick" Zillions offer, 1993	Box 24
"Save" advertisement--Faculty Periodicals Service, 1973	Box 24
Smart consumer calendar, 2006-2007	Box 24
Special promotions, 1979-1986 <b>Scope and Contents</b> Holiday magazines and auto promotional direct mail	Box 24
Subject magazines, 2004	Box 24
Subscription and customer mail, 1950s	Box 24
Subscription renewals, 1985	Box 24
Test, Inform, Protect, 2005	Box 24
T.I.P.S (Test Inform Protect cards) and case study brochures, 1936-1995	Box 24
Then and Now calendar, 2006	Box 25

Travel and Health Letters, 1990-1995	Box 25
<b>Physical Description:</b> 6 folders	
Zillions in Consumer Reports, 1991-1993	Box 25
Zillions subscription, 1990	Box 31
Zillions test, 1990	Box 25

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### Promotional Activities, 1936-2011

Advertisements draft, 1972	Box 25
Advertising suppression, 1937-1958	Box 25
<b>Physical Description:</b> 2 folders	
Air mail, 1965	Box 25
Bison Oil company, 1972	Box 25
Consumers Union: a proposal (March Advertising), 1974	Box 25
Consumers Union Mt Vernon, N.Y., 1964-1967	Box 25
Consumers Union publications promotion, 1937-1939	Box 25
Correspondence, 1970-1971	Box 25
<b>Physical Description:</b> 3 folders	
CPA agency, 1972	Box 26
Direct mailing promotion, 1973-1975	Box 26
<b>Scope and Contents</b>	
Correspondence between Shainwald, Goldberg. includes promotion examples and buying guides	
Direct mail results, 1985-1987	Box 26
<b>Scope and Contents</b>	
Correspondence, test programs and analysis	

Educational subscription service, 1965	Box 26
Grid for price testing, 1985	Box 26
Group subscriptions, 1938-1965	Box 26
Index to 1982 and 1983 promotion, 1982-1983	Box 26
<b>Physical Description:</b> 2 folders	
Inside Consumer Reports newsletter, 2004-2011	Box 30
Luce Press Clippings Inc., 1969	Box 26
Mailing lists and correspondence, 1944-1972	Box 26
March Advertising, 1970-1975	Box 26
<b>Physical Description:</b> 3 folders	
Membership and special reports promotion, 1939	Box 26
Newsdealers Post, 1959-1961	Box 26
Newspaper clippings, 1973-1974	Box 27
Newsstand correspondence, 1958-1967	Box 27
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Correspondence with publishers and distribution companies	
NY Times Book Review, 1962	Box 27
Paid promotion, 1958-1968	Box 27
<b>Physical Description:</b> 2 folders	
Print advertisements, 1982	Oversize-folder 1
Promotion and marketing correspondence, 1973	Box 27
Promotional capacity, 1972	Box 27
Promotional correspondence, 1971-1974	Box 27
Promotional mailings, 1955-1968	Box 27

**Scope and Contents**

Results of monthly/seasonal promotion, correspondence on promotional ideas

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Promotional material, 1936-1945 Box 27

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Promotional material, 1936-1967 Box 28

**Physical Description:** 4 folders

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Promotional plans, projects and  
correspondence, 1955-1957 Box 28

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Promotional reports, 1975 Box 28

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Promotional results, 1969-1976 Box 28

**Physical Description:** 2 folders

**Scope and Contents**

Monthly/seasonal mail promotion correspondence, and results

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Promotional statistics, 1985 Box 29

**Scope and Contents**

Promotional standings, test drops, test mailing, shopping guides, renewals,  
holiday billings

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Promotional test runs, 1981-1982 Box 29

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Radio advertising, 1938-1955 Box 29

**Physical Description:** 2 folders

**Scope and Contents**

Includes correspondence on radio advertising plans, paid radio ads, letters  
from specific radio promotional companies

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Radio and television advertising, 1956-1957 Box 29

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Radio and television exposure, 1973-1974 Box 29

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Radio flight commercial, 1984 Box 29

**Scope and Contents**

Description, radio stations list (geographically)

Rapp and Collins promotion, 1980-1984	Box 29
<b>Physical Description:</b> 4 folders	
R.L. Polk and Company, 1968-1975	Box 29
<b>Scope and Contents</b>	
Includes correspondence about marketing and numbers, analysis	
Spanish speaking market, 1975	Box 29
State Bank correspondence, 1965	Box 29
Television effectiveness, 1974	Box 29
Television guides--Advertising and promotion, 1974-1975	Box 29
Television guides--Advertising and promotion, 1974-1975	Box 30
<b>Physical Description:</b> 3 folders	
The Sun correspondence, 1965	Box 30
Wunderman, Ricotta and Kline advertising, 1962	Box 30
Ziff-Davis publishing company, 1972	Box 30
Zillions marketing, 1991	Box 30

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