



Guide to the Consumer Reports. R. David Pittle papers, 1965-2006

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Summary

Collection Title:

Consumer Reports. R. David Pittle papers, 1965-2006

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. R. David Pittle was Technical Director of Consumers Union from 1982-2005. Collection includes articles; clippings; correspondence; press releases; published comments and statements; research reports and data and other printed materials. Institutions represented in the collection include the Consumer Product Safety Commission; National Science Foundation; and the National Highway Traffic Safety Administration. Topics addressed in the collection include automobile standards; automotive aftermarket replacement parts; child automotive car seats and restraints; hair dryers and small appliance safety; and kerosene space heaters. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

8.0 Linear Feet

Language:

Materials in English, Spanish.

Collection ID:

RL.12019

Permalink:

<https://idn.duke.edu/ark:/87924/m1774c>

Preferred Citation

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

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Background

Scope and Content

Collection includes articles; clippings; correspondence; press releases; published comments and statements; research reports and data and other printed materials. Institutions represented in the collection include the Consumer Product Safety Commission; National Science Foundation; and the National Highway Traffic Safety Administration. Topics addressed in the collection include automobile standards; automotive aftermarket replacement parts; child automotive car seats and restraints; hair dryers and small appliance safety; and kerosene space heaters.

Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936 as Consumers Union. R. David Pittle was Technical Director of Consumers Union from 1982-2005.

Ronald David Pittle was born in 1938 in Washington, D.C. He attended the University of Maryland (BS, Electrical Engineering, 1963) and the University of Wisconsin (MSEE 1965, PhD Electrical Engineering 1969). He worked as an electrical engineer (West Virginia Pulp and Paper 1962; Goddard Space Flight Center 1963), then taught at the University of Wisconsin (1963-1969); Wisconsin School of Electronics (1964-1966); and Carnegie-Mellon University (1969-1973). While in Pittsburg Pittle also served as president of the Alliance for Consumer Protection (1971-1973). In 1973 Pittle was appointed a Commissioner at the Consumer Product Safety Commission, where he served until 1982. Pittle was Technical Director and Vice President of Consumers Union from 1982 until his retirement in 2005.

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Arrangement

Organized into the following series: Personal and Professional Files; Comments and Statements; Product Safety Issues.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is closed by donor request until 2036.

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. R. David Pittle papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from Consumer Reports in 2019.

Processing Information

Processed by Kristina Thomas, July 2022

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 Archives records;
Consumer Reports. Monte Florman papers;
Consumer Reports. Morris Kaplan papers;
Consumer Reports. Rhoda Karpatkin papers;
Consumer Reports. Technical Department records.

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Names and Subjects

- Consumer advocacy
- Consumer education
- consumer protection
- John W. Hartman Center for Sales, Advertising & Marketing History
- Karpatkin, Rhoda
- Consumer Federation of America

Collection Inventory

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Consumers with Disabilities conference, 1989-1990	Box 1
Consumers Union Board history, 1981-1982	Box 1
Internal work flow issues, 1971-1997	Box 1
Letter to Pittle as CPSC Commissioner, 1974	Box 1
Memos, 1984-1987	Box 1

Physical Description: 4 folders

Nader resignation, 1975	Box 1
Personnel Corporation of America-- Organizational effectiveness study, 1992	Box 1
Personnel/staff memos, 1984-1995 Physical Description: 4 folders	Box 1
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Articles and Speeches (Chronological Files), 1974-2004

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Articles, clippings, 1972-1989 Physical Description: 3 folders	Box 16
Articles, clippings, 1972-2002 Physical Description: 6 folders	Box 17
Articles, clippings, 1983-2004 Physical Description: 19 folders	Box 3
Speeches, 1974-1979 Physical Description: 6 folders	Box 4
Speeches, 1980-2001 Physical Description: 10 folders	Box 5
Speeches, 1999-2004 Physical Description: 2 folders	Box 6

Banner Issues in Consumers Union History, 1985-2003

12th issue (of Consumer Reports) debate, 1990-1994 Physical Description: 2 folders	Box 6
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Scope and Contents

Historically, Consumer Reports appeared 11 times a year, but the question of publishing a 12th issue was debated over several years.

12th issue (of Consumer Reports) debate,
1991 Box 17

Scope and Contents

Historically, Consumer Reports appeared 11 times a year, but the question of publishing a 12th issue was debated over several years.

Banner Issues Program, 1997-2000 Box 6

Beer debate, 1990-1994 Box 6

Scope and Contents

The question of whether to test alcoholic beverages, and legal and other issues.

Beer debate, 1994 Box 16

Scope and Contents

The question of whether to test alcoholic beverages, and legal and other issues.

Brand Generalization, 1994-1996 Box 6

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Scope and Contents

Granston was former Chief Financial Officer at Consumers Union, accused of receiving kickbacks

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Premium gifts, 2002-2003 Box 6

Scope and Contents

Files include information on a premium gift provided to Consumer Reports subscribers, which was later recalled by the manufacturer.

Premium gifts, 2002 Box 17

Scope and Contents

Files include information on a premium gift provided to Consumer Reports subscribers, which was later recalled by the manufacturer.

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Scope and Contents

Case includes: CPSC Pacifier Test Fixture; CPSC Rattle Test Fixture; CPSC Small Parts Cylinder; all marked with Pittle's initials RDP

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