



# **Guide to the Consumer Reports. Office of Public Information records, 1917-2007**

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## Summary

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**Collection Title:**

Consumer Reports. Office of Public Information records, 1917-2007

**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. The Office of Public Information was established for public and media relations functions. Collection includes clippings, correspondence, memoranda, newsletters, pamphlets, photographs, press releases, reports, reprints of articles and other printed materials relating to the Office's public relations and media activities. Topics and events covered in the materials include: consumer credit and financial management; Consumers Union history and anniversaries; the consumer and cooperative movements; food packaging and safety; household appliances; medical and health care; product safety; sport utility vehicle rollover tests; and relations between Consumers Union and the Newspaper Guild. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

30.0 Linear Feet

**Language:**

Materials in English, Chinese, French, German.

**Collection ID:**

RL.11950

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1nq9t>

**Preferred Citation**

[Identification of item], Consumer Reports. Office of Public Information records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## **Background**

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### **Scope and Content**

Collection includes clippings, correspondence, memoranda, newsletters, pamphlets, photographs, press releases, reports, reprints of articles and other printed materials relating to the Office's public relations and media activities. Topics and events covered in the materials include: consumer credit and financial management; Consumers Union history and anniversaries; the cooperative movement; household appliances; medical and health care; product safety; sport utility vehicle rollover tests; and relations between Consumers Union and the Newspaper Guild.

### **Biographical/Historical**

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936 as Consumers Union. The Office of Public Information was established for public and media relations functions. Formerly known as the Communications Division, the earliest record of the Office dates to 1958, when it was headed by George Goss, formerly head of the Washington office. He was succeeded by Jonathan Leff in 1960.

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## **Arrangement**

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Organized into the following series: Administrative and General Files; Articles about Consumers Union; Photographs and Captions; Press Releases; Publications.

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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. Office of Public Information records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2019.

## **Processing Information**

Processed by Richard Collier, Jan. 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 Books records;

Consumer Reports. Colston E. Warne papers;

Consumer Reports. Consumer newsletters collection;

Consumer Reports. Editorial Department records;

Consumer Reports. Educational Services Division records;

Consumer Reports. George Brunn papers;

Consumer Reports. Rhoda Karpatkin papers;

Consumer Reports. William S. Taylor papers.

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## Names and Subjects

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- Consumer education
- consumer protection
- Public relations
- Publicity
- Press releases
- John W. Hartman Center for Sales, Advertising & Marketing History

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## Collection Inventory

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### Administrative and General Files, 1938-2004

|   |       |
|---|-------|
| 50th anniversary, 1986                          | Box 1 |
| 50th anniversary--Walter Cronkite speech, 1986  | Box 1 |
| Activities binder, 1972-1974                    | Box 1 |
| <b>Physical Description:</b> 2 folders          |       |
| Allure Magazine--Test procedures, 1996          | Box 1 |
| American Investors Union--Subscriber memo, 1947 | Box 1 |
| Annual meeting--Planning, 1996                  | Box 1 |
| Awards won by Consumers Union, 1961-2000        | Box 1 |
| Boycott letters, pro and con, 1987-1988         | Box 1 |

|  |                   |
|--|-------------------|
| ChemMatters, 1996  | Box 1             |
| Consumerdistorts.com, 1999   | Box 1             |
| Consumers International New Media Summit, 2001                               | Box 1             |
| <b>Physical Description:</b> 2 folders                                       |                   |
| Consumers Research history, approximately 1996                               | Box 1             |
| Consumers Union--Historical materials, 1938-1991                             | Box 1             |
| Consumers Union--Historical materials--War and prices, 1939                  | Box 36            |
| Coopers and Lybrand--Consumers Union: An Automotive Value Chain Review, 1997 | Box 2             |
| Correspondence, 1954-1956  | Box 2             |
| Correspondence--Francis Pollock, 1963-1972                                   | Box 2             |
| Correspondence--Jonathan Leff, 1960-1963                                     | Box 2             |
| David Berliner, 1978-1979  | Box 2             |
| David Berliner--Correspondence, 1972-1980                                    | Box 47            |
| David Berliner--Correspondence, 1973-1979                                    | Oversize-folder 1 |
| David Berliner--Public information policy, 1972                              | Box 2             |
| Facts about Consumers Union, 1941-1958                                       | Box 2             |
| Film--Consumers Want to Know, 1966-1968                                      | Box 2             |
| Firestone/SUV rollover, 2000   | Box 2             |
| <b>Physical Description:</b> 3 folders                                       |                   |
| Firestone/SUV rollover, 2000   | Box 36            |
| <b>Physical Description:</b> 2 folders                                       |                   |
| Firestone/SUV rollover, 2000   | Box 40            |
| Food labeling, 1990  | Box 2             |

|   |        |
|---|--------|
| Ira Furman--Broadcast Media Division, 1972-1973   | Box 2  |
| Ira Furman--Correspondence, 1971-1973<br><b>Physical Description:</b> 2 folders               | Box 3  |
| Ira Furman--Curriculum vitae, 1971-1972   | Box 3  |
| Ira Furman--Film--The Six Billion \$\$\$ Sell, 1976   | Box 3  |
| Ira Furman--Interoffice memos, 1971-1974  | Box 3  |
| Ira Furman--Media correspondence, 1971-1973<br><b>Physical Description:</b> 3 folders         | Box 3  |
| Ira Furman--Speech on child auto safety restraints, 1973                                      | Box 3  |
| James Guest, 1988   | Box 3  |
| James Guest, 1988   | Box 36 |
| Japan Broadcasting--Consumers Union documentary, 1975   | Box 3  |
| Legal forms, 1989   | Box 3  |
| Linda Wagner report to the Board on Consumers Union visibility, 2004                          | Box 3  |
| Lukaszewski Group (Public relations firm), 1996   | Box 3  |
| Markle Foundation--Proposal for parents' web guide to interactive products for children, 2001 | Box 3  |
| Max Boot/Wall Street Journal--"Guardians of the Lawyers' Honey Pot" responses, 1996           | Box 3  |
| Max Boot/Wall Street Journal--"Guardians of the Lawyers' Honey Pot" responses, 1996           | Box 4  |
| Max Boot/Wall Street Journal--"Guardians of the Lawyers' Honey Pot" responses, 1996           | Box 40 |
| Media Coverage Report, 1999, 2001   | Box 4  |
| Media requests, 1996  | Box 4  |

|   |        |
|---|--------|
| Memos and miscellaneous, 1990   | Box 4  |
| Menu of Current Articles, 1989-1990<br><b>Physical Description:</b> 2 folders   | Box 4  |
| Miller Brewing, 1983<br><b>Physical Description:</b> 2 folders                  | Box 36 |
| Monroe Freedman--Correspondence on boycott book, 1992                           | Box 4  |
| National Car Rental, 1985   | Box 4  |
| Negative press coverage, 2004   | Box 5  |
| Newspaper Guild, 1976-1993<br><b>Physical Description:</b> 7 folders            | Box 5  |
| Newspaper Guild, 1983-1987<br><b>Physical Description:</b> 2 folders            | Box 40 |
| Newspaper Guild, 1984-1988<br><b>Physical Description:</b> 2 folders            | Box 36 |
| Newspaper Guild--Clippings, 1984-1987<br><b>Physical Description:</b> 2 folders | Box 6  |
| Organizations founded by Ralph Nader, approximately 1990                        | Box 6  |
| Patriotism file, 1942-1998  | Box 6  |
| Patriotism file, 1943-1945  | Box 40 |
| Permissions log (Requests to reprint), 1971-1972                                | Box 6  |
| Press Kits--Auto issue, 2003  | Box 6  |
| Press Kits--Consumer Reports Online, 2000                                       | Box 6  |
| Press Kits--Eco-Labels launch, 2001   | Box 6  |
| Press Kits--Health Care in Crisis, 1992-1993                                    | Box 6  |
| Press Kits--Jim Guest, 2002   | Box 6  |

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|--|--------|
| Press Kits--Litigation information packet, 1999  | Box 47 |
| Press Kits--Mitsubishi Montero, 2001   | Box 6  |
| Press Kits--Product safety, 2002   | Box 6  |
| Press Kits--Samples, 1993-2001<br><b>Physical Description:</b> 3 folders                       | Box 6  |
| Press Kits--Website launch, 1997   | Box 7  |
| Press Kits--Zillions, 1990-1993  | Box 7  |
| Public information policy guidelines, 1972   | Box 7  |
| Report on Media Coverage, 1998<br><b>Physical Description:</b> 2 folders                       | Box 7  |
| Report to Consumers--List of participating radio stations, approximately 1976                  | Box 7  |
| Report to Consumers--Radio scripts, 1979   | Box 7  |
| Report to Consumers--WCBS pilot, 1976  | Box 7  |
| Reprints Automated Information Database (RAID), 1996   | Box 47 |
| Rhoda Karpatkin--Article for 1980s press packages, approximately 1980                          | Box 7  |
| Robert Bartley/Wall Street Journal--"Altering the Product at Consumer Reports" responses, 1987 | Box 7  |
| School lunch case, 1978-1981<br><b>Physical Description:</b> 2 folders                         | Box 7  |
| School lunch case, 1981  | Box 40 |
| Speaking engagements, 1999-2000  | Box 7  |
| State Affairs Company, 1996<br><b>Physical Description:</b> 2 folders                          | Box 7  |
| State Affairs Company, 1996  | Box 36 |

|  |       |
|--|-------|
| State Affairs Company--Media requests, 1996                                | Box 7 |
| Stationery--Letterhead, forms, etc.,<br>approximately 1990                 | Box 8 |
| SUV rollover issue, 1996-2002  | Box 8 |
| Suzuki--Media handouts and CRTV news feeds,<br>1996                        | Box 8 |
| TIPS card, 1996  | Box 8 |
| Toxic materials conference, 1991<br><b>Physical Description:</b> 2 folders | Box 8 |
| Yonkers building dedication, 1990-1991                                     | Box 8 |

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## Articles about Consumers Union, 1936-2007

### Chronological File, 1936-1999

|  |        |
|--|--------|
| 1936-1953<br><b>Physical Description:</b> 10 folders   | Box 9  |
| 1939-1977<br><b>Physical Description:</b> 7 folders  | Box 41 |
| 1948-1990<br><b>Physical Description:</b> 6 folders<br><b>Scope and Contents</b><br>Materials in English, French, German | Box 45 |
| 1954-1958<br><b>Physical Description:</b> 9 folders  | Box 10 |
| 1958-1959<br><b>Physical Description:</b> 8 folders  | Box 11 |
| 1959 Aug.-1962<br><b>Physical Description:</b> 9 folders   | Box 12 |

|   |        |
|---|--------|
| 1960-1990                                 | Box 36 |
| <b>Physical Description:</b> 19 folders   |        |
| 1963-1967                                 | Box 13 |
| <b>Physical Description:</b> 9 folders    |        |
| 1968-1969 May                             | Box 14 |
| <b>Physical Description:</b> 7 folders    |        |
| 1969 May-1970                             | Box 15 |
| <b>Physical Description:</b> 7 folders    |        |
| 1971-1973 Mar.                            | Box 16 |
| <b>Physical Description:</b> 8 folders    |        |
| 1973 Apr.-1976                            | Box 17 |
| <b>Physical Description:</b> 10 folders   |        |
| 1977-1978 Mar.                            | Box 18 |
| <b>Physical Description:</b> 12 folders   |        |
| 1978 Apr.-Aug.                            | Box 19 |
| <b>Physical Description:</b> 12 folders   |        |
| 1978 Aug.-1999                            | Box 20 |
| <b>Physical Description:</b> 15 folders   |        |
| 1978-1986                                 | Box 42 |
| <b>Physical Description:</b> 9 folders    |        |
| <b>Subject File, 1973-2007</b>            |        |
| Alphabetical A-Consumers Union, 1974-1999 | Box 43 |
| <b>Physical Description:</b> 10 folders   |        |
| Alphabetical A-Credit, 1974-2007          | Box 45 |
| <b>Physical Description:</b> 5 folders    |        |
| <b>Scope and Contents</b>                 |        |
| Materials in English, Chinese             |        |
| Alphabetical A-M, 1975-1985               | Box 37 |
| <b>Physical Description:</b> 14 folders   |        |

|  |        |
|--|--------|
| Alphabetical Cookies-Water, 1974-1990<br><b>Physical Description:</b> 15 folders | Box 44 |
| Alphabetical Credit-Water, 1974-2000<br><b>Physical Description:</b> 4 folders   | Box 46 |
| Alphabetical N-W, 1975-1985<br><b>Physical Description:</b> 6 folders            | Box 38 |
| Air cleaners/purifiers, 1984-1985<br><b>Physical Description:</b> 2 folders      | Box 21 |
| America at Risk documentary, 1985  | Box 21 |
| American Bar Association, 1975-1976<br><b>Physical Description:</b> 2 folders    | Box 21 |
| Appliances, 1984-1985<br><b>Physical Description:</b> 2 folders                  | Box 21 |
| Associated Press--Consumers Union 60th anniversary, 1996                         | Box 21 |
| Associated Press--Consumers Union 60th anniversary, 1996                         | Box 38 |
| Associated Press--Consumers Union 60th anniversary, 1996                         | Box 40 |
| Audio equipment, 1985<br><b>Physical Description:</b> 2 folders                  | Box 21 |
| Auto defects, 1976   | Box 21 |
| Baby carriages, 1975   | Box 21 |
| Baby foods, 1975-1976<br><b>Physical Description:</b> 3 folders                  | Box 21 |
| Banks, 1985  | Box 21 |
| Bathroom scales, 1984  | Box 21 |
| Batteries, 1984  | Box 21 |

|  |        |
|--|--------|
| Beer, 1984-1985                        | Box 21 |
| Blow dryers (hair), 1984               | Box 21 |
| Bologna, 1976                          | Box 21 |
| Bose speakers, 1984-1985               | Box 21 |
| <b>Physical Description:</b> 2 folders |        |
| Bread, 1976                            | Box 21 |
| Breast prostheses, 1975-1976           | Box 21 |
| Breastfeeding, 1977                    | Box 21 |
| Brill's profile, 1999                  | Box 21 |
| Bulk beef, 1974-1975                   | Box 21 |
| <b>Physical Description:</b> 2 folders |        |
| Buy American, 1985                     | Box 21 |
| <b>Physical Description:</b> 2 folders |        |
| Cameras, 1985                          | Box 21 |
| Canned tuna, 1974-1976                 | Box 21 |
| Canned tuna, 1974-1976                 | Box 22 |
| <b>Physical Description:</b> 2 folders |        |
| Canning, 1976                          | Box 22 |
| <b>Physical Description:</b> 2 folders |        |
| Car buying, 1984-1985                  | Box 22 |
| <b>Physical Description:</b> 2 folders |        |
| Car models, 1985                       | Box 22 |
| <b>Physical Description:</b> 2 folders |        |
| Car prices, 1985                       | Box 22 |
| Cars, 1985                             | Box 22 |
| <b>Physical Description:</b> 2 folders |        |
| Cartoons about Consumer Reports, 1977  | Box 22 |

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|--|--------|
| Cash discounts, 1975-1976                      | Box 22 |
| <b>Physical Description:</b> 2 folders         |        |
| Cereals, 1975-1976                             | Box 22 |
| <b>Physical Description:</b> 2 folders         |        |
| Cereals--Post, 1976                            | Box 22 |
| <b>Physical Description:</b> 2 folders         |        |
| Chemical hazards--Alar, 1990                   | Box 22 |
| Chiropractic, 1975-1976                        | Box 22 |
| <b>Physical Description:</b> 2 folders         |        |
| Cigarettes, 1976                               | Box 22 |
| Cold-water washing (laundry), 1974-1976        | Box 22 |
| <b>Physical Description:</b> 2 folders         |        |
| Computers, 1984-1985                           | Box 23 |
| <b>Physical Description:</b> 2 folders         |        |
| Consumer Reports/Consumers Union,<br>1982-1995 | Box 38 |
| <b>Physical Description:</b> 3 folders         |        |
| Consumer Reports Books, 1985                   | Box 23 |
| <b>Physical Description:</b> 2 folders         |        |
| Consumer Reports Magazine, 1984-1985           | Box 23 |
| <b>Physical Description:</b> 4 folders         |        |
| Consumer Reports Television, 1984-1985         | Box 23 |
| <b>Physical Description:</b> 2 folders         |        |
| Consumers Union--Financial, 1985               | Box 23 |
| <b>Physical Description:</b> 2 folders         |        |
| Consumers Union--Influence, 1990, 1999         | Box 23 |
| Consumers Union--Legal actions, 1985           | Box 23 |
| <b>Physical Description:</b> 2 folders         |        |
| Consumers Union--News Digest, 1985             | Box 23 |

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| Consumers Union--Southwest Regional Office,<br>1984-1985    | Box 23 |
| <b>Physical Description:</b> 2 folders                      |        |
| Consumers Union--Staff and Board members,<br>1984-1985      | Box 23 |
| <b>Physical Description:</b> 2 folders                      |        |
| Consumers Union--Washington Office,<br>1984-1985            | Box 23 |
| <b>Physical Description:</b> 2 folders                      |        |
| Consumers Union--West Coast Office (San<br>Francisco), 1985 | Box 23 |
| Credit, 1976  | Box 23 |
| Credit cards, investments, 1985                             | Box 23 |
| <b>Physical Description:</b> 2 folders                      |        |
| Cribs, 1984   | Box 23 |
| Dentists, 1975  | Box 23 |
| Dial-up services, 1985                                      | Box 23 |
| Drained weight (canned goods), 1975-1976                    | Box 23 |
| Drug labels, 1975-1976                                      | Box 23 |
| <b>Physical Description:</b> 2 folders                      |        |
| Editorial, 1984-1985  | Box 23 |
| <b>Physical Description:</b> 2 folders                      |        |
| Eggs, 1975-1976   | Box 23 |
| <b>Physical Description:</b> 2 folders                      |        |
| Electric blankets, pads, 1985                               | Box 23 |
| Electric cars, 1975-1976                                    | Box 23 |
| <b>Physical Description:</b> 2 folders                      |        |
| electronic typewriters, 1984                                | Box 24 |

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| EPIE (Educational Products Information Exchange), 1984 | Box 24 |
| Estrogen, 1977   | Box 24 |
| Fast food, 1975-1976                                   | Box 24 |
| <b>Physical Description:</b> 2 folders                 |        |
| Federal Reserve Board, 1975-1976                       | Box 24 |
| <b>Physical Description:</b> 2 folders                 |        |
| Finance, money management, 1984                        | Box 24 |
| Fingernail polish, 1975                                | Box 24 |
| <b>Physical Description:</b> 2 folders                 |        |
| Firestone tires, 1974-1975                             | Box 24 |
| <b>Physical Description:</b> 2 folders                 |        |
| Food, 1984-1985  | Box 24 |
| <b>Physical Description:</b> 2 folders                 |        |
| Food stamps, 1974-1975                                 | Box 24 |
| <b>Physical Description:</b> 2 folders                 |        |
| Food wraps, 1975                                       | Box 24 |
| Gas dryers (laundry), 1974-1975                        | Box 24 |
| Gas-saving devices, 1974-1975                          | Box 24 |
| Gas semi-rationing, 1975                               | Box 24 |
| Health, 1984-1985, 1990                                | Box 24 |
| <b>Physical Description:</b> 2 folders                 |        |
| Heaters (household), 1975-1976, 1984-1985              | Box 24 |
| <b>Physical Description:</b> 3 folders                 |        |
| Humidifiers, dehumidifiers, 1984-1985                  | Box 24 |
| I.D. Magazine, 1993, 1997                              | Box 24 |
| Infant, child seats, 1985                              | Box 24 |

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| Insurance, 1984-1985                       | Box 24 |
| <b>Physical Description:</b> 2 folders     |        |
| Insurance--Health, 1975-1976               | Box 24 |
| <b>Physical Description:</b> 2 folders     |        |
| Insurance--Life, 1975-1976                 | Box 24 |
| Knives--Stainless steel kitchen, 1975-1976 | Box 25 |
| Koogle (peanut spread), 1975               | Box 25 |
| <b>Physical Description:</b> 2 folders     |        |
| Lawn mowers, 1975-1976, 1984-1985          | Box 25 |
| <b>Physical Description:</b> 4 folders     |        |
| Lawyer advertising, 1975-1976              | Box 25 |
| Laxatives, 1975-1976                       | Box 25 |
| <b>Physical Description:</b> 2 folders     |        |
| Lead, 1975-1976                            | Box 25 |
| <b>Physical Description:</b> 2 folders     |        |
| Life--The Year in Pictures, 1995           | Box 25 |
| Light bulbs, 1975-1976, 1985               | Box 25 |
| <b>Physical Description:</b> 2 folders     |        |
| Literary mentions, 1994                    | Box 25 |
| Love, sex, aging, 1984-1985                | Box 25 |
| <b>Physical Description:</b> 2 folders     |        |
| Luggage, 1985                              | Box 25 |
| Mad Magazine, 1989                         | Box 25 |
| Margarine, 1975                            | Box 25 |
| Marijuana, 1975-1976                       | Box 25 |
| <b>Physical Description:</b> 2 folders     |        |
| Marketing and circulation, 1985            | Box 25 |

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|--|--------|
| Medicare/Medigap, 1984                 | Box 25 |
| Microwave ovens, 1976                  | Box 25 |
| Money-saving tips, 1974-1976           | Box 25 |
| Mortgages, 1984                        | Box 25 |
| National magazine awards, 1975         | Box 25 |
| Oil, 1975                              | Box 25 |
| <b>Physical Description:</b> 2 folders |        |
| Oligopolies, 1975                      | Box 25 |
| Optometry Board, 1976                  | Box 25 |
| Osteoporosis, 1984                     | Box 25 |
| Pain relievers, 1984                   | Box 25 |
| <b>Physical Description:</b> 2 folders |        |
| Paint, 1976, 1984-1985                 | Box 26 |
| <b>Physical Description:</b> 3 folders |        |
| Paper towels, 1976                     | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Penny Power/Zillions, 1984-1985, 1990  | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Pens, 1985                             | Box 26 |
| Pet care, 1973                         | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Photographic film (instant), 1976      | Box 26 |
| Pot pies, 1975                         | Box 26 |
| Pronto Home Information, 1985          | Box 26 |
| Quadriphonic sound, 1975               | Box 26 |
| Ralph Nader, 1975-1976                 | Box 26 |

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|--|--------|
| Refrigerators, 1975                    | Box 26 |
| Regina--Supreme Court ruling, 1984     | Box 26 |
| Rhoda Karpatkin, 1993                  | Box 26 |
| Sailboards, 1985                       | Box 26 |
| Sardines, 1976                         | Box 26 |
| Shampoo, 1984-1985                     | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Slow cookers, 1975-1976                | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Smithsonian profile, 1993              | Box 26 |
| Smoke detectors, 1976-1977, 1985       | Box 26 |
| <b>Physical Description:</b> 3 folders |        |
| Soap, detergent, 1985                  | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Soybean meat extenders, 1975           | Box 26 |
| Sunscreen, 1985                        | Box 26 |
| Suzuki--American Lawyer magazine, 1999 | Box 26 |
| Swimming pools, 1975                   | Box 26 |
| Telephone services, 1984-1985          | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Television accident data, 1975         | Box 26 |
| Televisions, 1985                      | Box 26 |
| Time Magazine, 1995                    | Box 26 |
| Tires, 1985                            | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Toilet paper, 1984                     | Box 26 |

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| Tomatoes, 1975-1976                    | Box 26 |
| Toshiba television, 1974-1975          | Box 26 |
| Typewriters, 1985                      | Box 26 |
| Upside Hot 100, 2001                   | Box 26 |
| Videocassette recorders, 1984-1985     | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Vitamins, 1975-1976                    | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Volkswagen Microbus, 1975              | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Washington Post, 1973                  | Box 26 |
| Water filters, fluoridation, 1984-1985 | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Wood splitters, 1985                   | Box 26 |
| <b>Physical Description:</b> 2 folders |        |
| Wood stoves, 1985                      | Box 26 |

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### **Photographs and Captions, 1960s-1987**

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|---|--------|
| 35th anniversary, 1972                          | Box 27 |
| Automobile tachometer, 1972                     | Box 27 |
| Automobile testing--35th anniversary book, 1972 | Box 27 |
| Balls of fire, 1972                             | Box 27 |
| Bicycles, 1971-1972                             | Box 27 |
| Chainsaws, 1972                                 | Box 27 |
| Chevrolet Corvair, approximately 1970           | Box 27 |

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|---|--------|
| Child bike seats, 1975  | Box 27 |
| Color television--35th anniversary book, 1972                         | Box 27 |
| Contact lenses, 1972  | Box 27 |
| Dental irrigators, approximately 1970                                 | Box 27 |
| Dishwashers--35th anniversary book, 1972                              | Box 27 |
| Drug prices, 1972   | Box 27 |
| Frozen breaded shrimp, 1972   | Box 27 |
| Hazardous toys, 1968  | Box 27 |
| Lawn darts, 1972  | Box 27 |
| Motorcycles, 1973   | Box 27 |
| Nerf ball, 1971   | Box 27 |
| Pickup trucks, 1970   | Box 27 |
| Product testing, 1960s-1970<br><b>Physical Description:</b> 2 folders | Box 27 |
| Publicity photographs, 1987   | Box 27 |
| Toy dog, 1970   | Box 27 |
| Trash bags, 1973  | Box 27 |
| Watch bands, 1972   | Box 27 |

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### **Press Releases, 1950-1997**

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| [Chronological run], 1936-1969<br><b>Physical Description:</b> 3 folders | Box 38 |
| [Chronological run], 1950-1979<br><b>Physical Description:</b> 3 folders | Box 27 |
| Advertising to children, 1989  | Box 27 |

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| Announcement from first issue of Consumer Reports, 1936 | Box 38 |
| Automobile air bags, 1997                               | Box 27 |
| Automobile bumper quality sticker, 1990                 | Box 27 |
| Automobile low shoulder belt anchors, 1973              | Box 27 |
| Binders, 1958-1970                                      | Box 27 |
| Binders, 1958-1974                                      | Box 28 |
| <b>Physical Description:</b> 4 folders                  |        |
| Binders, 1968-1974                                      | Box 38 |
| Caffeine consumption, 1981                              | Box 28 |
| Car buying, 1990  | Box 28 |
| Colston Warne tribute, 1979                             | Box 28 |
| Energy advisory, 1981                                   | Box 28 |
| Energy conservation study, 1979-1981                    | Box 28 |
| Energy performance standards, 1981                      | Box 28 |
| Home energy conservation, 1981                          | Box 28 |
| Home security systems, 1981                             | Box 28 |
| Isuzu lawsuit, 1997                                     | Box 29 |
| Kerosene heater safety, 1982-1983                       | Box 29 |
| <b>Physical Description:</b> 3 folders                  |        |
| Lead poisoning, 1980-1981                               | Box 29 |
| Life insurance, 1981                                    | Box 29 |
| Melvin Garrett (Veterans of Foreign Wars), 1981         | Box 29 |
| Miller Brewing, 1983                                    | Box 29 |
| <b>Physical Description:</b> 3 folders                  |        |
| Penny Power--Bike safety, 1981                          | Box 29 |

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| Regulatory Information Network--Advance Notice newsletter, 1981 | Box 29 |
| State usury ceilings, 1981                                      | Box 29 |
| Used car rule, 1981   | Box 29 |

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## **Publications, 1917-2005**

### **General Publications and Published Materials, 1917-2005**

|   |        |
|---|--------|
| Alternative Medicine, 1994                                    | Box 29 |
| Brochure--A Look Inside Consumers Union, 1986                 | Box 29 |
| Brochure--Center for the Study of the Consumer Movement, 1972 | Box 29 |
| Brochure--Test Inform Protect, 1993                           | Box 29 |
| Consumer Education Materials Project (CEMP) pamphlet, 1970    | Box 29 |
| Consumer Information Bulletin, 1948                           | Box 39 |
| Consumer Reports News, 1970-1973                              | Box 30 |
| Consumers Union Historical Timeline, 1996                     | Box 30 |
| Consumers Union--The Early Years Remembered, 1989             | Box 30 |
| Consumers Union--What It Is and What It Does, 1960s           | Box 30 |
| Cooperative League--Moving Ahead with Co-Ops, 1966-1967       | Box 30 |
| Cooperative League--Pamphlets, 1934-1976                      | Box 30 |
| Cooperative Movement in Venezuela (USAID), 1963               | Box 30 |
| Cooperative movement literature, 1917-1939                    | Box 30 |

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| Cooperative movement literature, 1936-1961                               | Box 39 |
| Cooperative movement literature, 1937-1975                               | Box 40 |
| Cooperative movement literature, 1940-1981                               | Box 31 |
| <b>Physical Description:</b> 7 folders                                   |        |
| Drug and therapeutic survey prospectus, approximately 1938               | Box 31 |
| Esquire/Elin Schoen--Consumer Reports Knows What's Best for Us All, 1974 | Box 31 |
| Exploring the Marketplace (Consumers Union Educational Services), 1980   | Box 31 |
| Getting Your Money's Worth, 1964-1969                                    | Box 32 |
| <b>Physical Description:</b> 8 folders                                   |        |
| Getting Your Money's Worth, 1970-1972                                    | Box 33 |
| <b>Physical Description:</b> 5 folders                                   |        |
| Health Warning, 1937   | Box 33 |
| If the Chair Fits, 1996  | Box 33 |
| Is Lawsuit Reform Good for Consumers?, 1995-1996                         | Box 33 |
| Licit and Illicit Drugs, 1972  | Box 39 |
| <b>Physical Description:</b> 2 folders                                   |        |
| Licit and Illicit Drugs, 1972  | Box 40 |
| Licit and Illicit Drugs, 1972-1973                                       | Box 33 |
| <b>Physical Description:</b> 2 folders                                   |        |
| Medicine and cosmetics pamphlets, 1936-1956                              | Box 33 |
| Northampton Consumers Association contact list, 1940s                    | Box 33 |
| Parodies and satires of Consumer Reports, 1959-1988                      | Box 34 |
| <b>Physical Description:</b> 2 folders                                   |        |

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|---|--------|
| Pest Management at the Crossroads, 1996   | Box 34 |
| Preview, 1948-1952  | Box 39 |
| Report on Consumers Union as Rated in Some Recent Judgments by the Public and the Press, 1958 | Box 34 |
| Report to Consumers, 1969-1971, 1979-1988   | Box 34 |
| <b>Physical Description:</b> 4 folders  |        |
| Telephone Slam Scam, 1996   | Box 34 |
| Test Inform Protect, 2000   | Box 34 |
| The Continuing Need to Discover the Truth, 1971   | Box 34 |
| This Is Consumers Union, 1960   | Box 34 |
| To Tell the Truth, 1951   | Box 34 |
| Toxic Sludge Is Good for You--promotion, 1996   | Box 34 |
| Vehicle Ratings at a Glance, 2005   | Box 34 |
| Watch Out for the Tick Attack, 1988   | Box 34 |
| Wise Buying, 1962   | Box 34 |
| WQXR as-broadcast radio scripts, 1986-1987  | Box 34 |
| Your Dollar, 1940-1951  | Box 39 |
| Your Dollar--Correspondence, 1937-1951  | Box 35 |
| <b>Penny Power, 1978-1988</b>   |        |
| Clippings, 1981   | Box 35 |
| <b>Physical Description:</b> 2 folders  |        |
| Consumer Fair, Manhattan (Jeanne Keifer), 1980  | Box 35 |
| English/Spanish issue, 1978   | Box 35 |

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|---|--------|
| Holiday Fair press releases and photographs, 1980 | Box 35 |
| Launch, Board of Directors' meeting, 1980         | Box 35 |
| Magazine cover, 1988 Aug.-Sept.                   | Box 35 |
| Mailing--In-service training workshop, 1981       | Box 35 |
| New York City Council Resolution, 1980            | Box 39 |
| News conference, 1980                             | Box 35 |
| Penny Power Fair, 1980                            | Box 35 |
| Promotion meetings, 1981                          | Box 35 |
| Publicity budget, 1981                            | Box 35 |
| Radio program, 1980                               | Box 35 |

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