



Guide to the Consumer Reports. Reader Service Department records, 1937-1996

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Summary

Collection Title:

Consumer Reports. Reader Service Department records, 1937-1996

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. This collection contains newspaper clippings, correspondence, and other printed materials related to consumer union policies, Ralph Nader resignation, health care, homeopathy, Suzuki Samurai, and kerosene heaters. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

5.0 Linear Feet

Language:

Materials are in English.

Collection ID:

RL.11925

Permalink:

<https://idn.duke.edu/ark:/87924/m15t6c>

Preferred Citation

[Identification of item], Consumer Reports. Reader Service Department records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

This collection contains newspaper clippings, correspondence, and other printed materials related to consumer union policies, Ralph Nader resignation, health care, homeopathy, Suzuki Samurai, and kerosene heaters.

Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. The Readers' Service Department was responsible for corresponding with readers on a wide range of subjects as well as mailing publication lists.

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Arrangement

The collection is organized in the following series: Correspondence; Printed forms.

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Administrative Information

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. Reader Service Department records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2019.

Processing Information

Processed by Kristina Thomas, Sept. 2021;

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. Board of Directors records; Consumer Reports. Editorial Department records; Consumer Reports Books Division records.

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Names and Subjects

- Consumer advocacy
- Consumer education
- consumer protection
- Nader, Ralph
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Correspondence, 1937-1993

Consumers Union policy, 1968-1975	Box 1
Criticisms, 1937, 1962-1971 Physical Description: 10 folders	Box 1
Criticisms, 1971-1975 Physical Description: 4 folders	Box 2
Display and exhibit letters (samples), 1984-1993 Physical Description: 2 folders	Box 2
Favorable Comments, 1943-1956 Physical Description: 3 folders	Box 2
Favorable Comments, 1957-1975 Physical Description: 7 folders	Box 3
Honesty and Integrity, 1961-1975	Box 4
Olton, Veretta, 1965-1971	Box 4
Scope and Contents Veretta Olton was an employee and this is a correspondence between the employee and a consumer. This folder also includes an obituary of the employee from 1971	
Readers' complaints and comments summaries, 1973-1975	Box 4
Readers' suggestions summaries, 1949-1979 Physical Description: 3 folders	Box 4

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Correspondence-Specific Issues, 1975-1996

Chiropractors, 1976-1996 Physical Description: 5 folders	Box 5
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Consumer attitudes toward deceptive packaging, approximately 1960	Box 5
Healthcare reform, 1990-1992	Box 5
Healthcare reform, 1991-1994 Physical Description: 3 folders	Box 6
Homeopathy, 1988	Box 6
Kerosene heaters, 1982-1985	Box 6
Nader, Ralph resignation, 1975	Box 6
Nader, Ralph resignation, 1975-1976 Physical Description: 4 folders	Box 7
Nader, Ralph resignation, 1975	Box 9
Suzuki Samurai, 1988	Box 7

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Printed Forms, 1947-1960

Catalogs, order forms, etc., 1947-1958 Physical Description: 2 folders	Box 7
Catalogs, order forms, etc., 1950-1960 Physical Description: 3 folders	Box 8

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