



Guide to the Consumer Reports. Sidney Shainwald papers, 1937-2006

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Summary

Collection Title:

Consumer Reports. Sidney Shainwald papers, 1937-2006

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Creator:

Consumer Reports (Firm)

Abstract:

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. Sidney Shainwald was a accountant who served as Comptroller and later Associate Director of Consumers Union. Collection includes departmental correspondence and memoranda; audits and other financial reports; budget proposals and operating cost estimates; payroll forecasts and reports; publication planning, distribution and promotional campaigns; policy statements and other printed materials. It also includes materials relating to Consumers Union support of the Media and Consumer Foundation's eponymous newsletter. 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.11928

Permalink:

<https://idn.duke.edu/ark:/87924/m1mt7s>

Preferred Citation

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

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Background

Scope and Content

Collection includes departmental correspondence and memoranda; audits and other financial reports; budget proposals and operating cost estimates; payroll forecasts and reports; publication planning, distribution and promotional campaigns; policy statements and other printed materials. It also includes materials relating to Consumers Union support of the Media and Consumer Foundation's eponymous newsletter.

Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. Sidney Shainwald was an accountant who served as Comptroller and later Associate Director of Consumers Union.

Sidney Shainwald was born in 1917 in Brooklyn. He attended City College of New York, graduating in 1939. In 1937 while still a student, Shainwald joined Consumers Union as the head of the Accounting Department. After serving in the military during World War II, Shainwald began a private accounting practice (1946-1958). He rejoined Consumers Union in 1958 as Comptroller and Chief Financial Officer. Shainwald was named Associate Director in 1971 and served until his retirement in 1982. Shainwald died in 2003 in New York.

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Arrangement

This collection is organized by the following series: Administrative and Personal Files, Finance and Budget Planning, and Media and Consumer.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

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. Sidney Shainwald papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2019.

Processing Information

Processed by Kristina Thomas, November, 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 Archives records;

Consumer Reports. Board of Directors records;

Consumer Reports. Editorial Department records;

Consumer Reports. Educational Services records.

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Names and Subjects

- Consumer advocacy
- Consumer education
- consumer protection
- Budget in business
- Finance -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Administrative and Personal Files, 1937-2006

| | |
|---|--------|
| A.T Clayton--Contracts for paper, 1980-1981 | Box 1 |
| Accounting Department, 1957-1961 | Box 1 |
| Acting Executive Director, 1973-1974 | Box 1 |
| Consumer's Association of Canada, 1971-1972 | Box 1 |
| Dexter Masters--Letter regarding Leon Hartman criticisms of Consumers Union, approximately 1960 | Box 11 |
| Editorial Department, 1968-1993 | Box 1 |
| Physical Description: 2 folders | |
| Editorial Department--Correspondence regarding disputes over articles, 1973 | Box 1 |

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| Editorial Department--Correspondence regarding disputes over articles, 1973 | Box 12 |
| Editorial Department--Irwin Landau, 1974 | Box 1 |
| Editorial Department--Irwin Landau, 1974 | Box 12 |
| Editorial Department--Vincent Moschella, 1968-1974 | Box 1 |
| Physical Description: 2 folders | |
| Editorial Department--Vincent Moschella, 1972-1975 | Box 12 |
| Education Department/Educational Services Division, 1963-1973 | Box 1 |
| Educational Services Division, 1970-1974 | Box 2 |
| Physical Description: 2 folders | |
| Educational Services Division, 1975 | Box 11 |
| Educational Services Division--Promotion campaigns, 1974 | Box 2 |
| Educational Services Division--Promotion campaigns, 1974 | Box 12 |
| General correspondence, 1959-1974 | Box 2 |
| Independent News Company--Correspondence, 1970-1974 | Box 2 |
| Physical Description: 3 folders | |
| Independent News Company--Distribution agreement, 1964-1976 | Box 2 |
| Independent News Company--Newsstand performance, 1966-1969 | Box 2 |
| Independent News Company--Newsstand promotions, 1975-1977 | Box 3 |
| Insurance- strike and libel, 1982 | Box 3 |
| Investment planning, 1967-1968 | Box 3 |

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| IOCU (International Organization of Consumers' Unions)--Correspondence, 1974-1975 | Box 3 |
| Land--Manchester N.J property appraisal and correspondence, 1982 | Box 3 |
| Mailing and Machines Department--Charlie Johnson, 1962-1974 | Box 3 |
| Physical Description: 2 folders | |
| Mailing and Machines Department--Charlie Johnson, 1962-1974 | Box 11 |
| Memo file, 1970-1975 | Box 3 |
| Physical Description: 2 folders | |
| Personal--Biographical, including obituary, 1972-2006 | Box 3 |
| Personal--College thesis on comparative product testing, approximately 1937 | Box 3 |
| Personnel policies, 1958-1975 | Box 4 |
| Physical Description: 3 folders | |
| Personnel policies, 1974 | Box 11 |
| Promotion Department--Advertising copy, 1971-1973 | Box 4 |
| Promotion Department--Advertising copy, 1971-1975 | Box 12 |
| Physical Description: 2 folders | |
| Promotion Department--Christmas mailing, 1967-1974 | Box 4 |
| Physical Description: 2 folders | |
| Promotion Department--Christmas mailing, 1967-1974 | Box 11 |
| Promotion Department--Christmas mailing, 1967-1974 | Box 12 |
| Promotion Department--Data: renewals, mailings, 1960-1964 | Box 11 |

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| Promotion Department--Data: returns, 1964-1969 | Box 4 |
| Promotion Department--Data: returns, 1964-1969 | Box 11 |
| Promotion Department--Direct mail, 1971-1972 | Box 4 |
| Promotion Department--Direct mail: renewal returns, 1962-1968 | Box 4 |
| Promotion Department- John O'Donnell, 1975 | Box 4 |
| Promotion Department- John O'Donnell, 1975-1976 | Box 5 |
| Physical Description: 5 folders | |
| Promotion Department--John O'Donnell, 1975 | Box 11 |
| Promotion Department--John O'Donnell, 1976 | Box 12 |
| Promotion Department--Memos, 1960-1964 | Box 5 |
| Promotion Department--Paul Goldberg, 1964-1969 | Box 5 |
| Physical Description: 3 folders | |
| Promotion Department--Paul Goldberg, 1968-1974 | Box 11 |
| Promotion Department--Paul Goldberg, 1970-1974 | Box 6 |
| Physical Description: 8 folders | |
| Promotion Department--Paul Goldberg, 1970-1974 | Box 12 |
| Promotion Department--Paul Goldberg, 1974-1975 | Box 7 |
| Physical Description: 3 folders | |
| Promotion Department--Radio copy, 1971-1975 | Box 7 |
| Report--Analysis of proposed broadcast concepts, 1973 | Box 7 |

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| Richard L.D. Cross (Assistant to the Director), 1973-1974 | Box 7 |
| Physical Description: 2 folders | |
| Special Publications--Licit and Illicit Drugs, 1968-1971 | Box 7 |
| Special Publications--Licit and Illicit Drugs, 1969-1974 | Box 11 |
| Special Publications--Licit and Illicit Drugs, 1972-1973 | Box 12 |
| Special Publications--Licit and Illicit Drugs, 1972-1974 | Box 8 |
| Physical Description: 2 folders | |
| Speech--Colston Warne dinner, 1979 | Box 8 |
| Speech--Financial management, 1987 | Box 8 |
| Subscription Department--Procedures manual, 1976 | Box 8 |
| Suggestions for Consumers Union work and direction, 1958-1961 | Box 8 |

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Finance and Budget Planning, 1940-1982

| | |
|---|--------|
| Balance sheet, income and expenses, 1970, 1978 | Box 12 |
| Budget, payroll, expenses, 1958-1968 | Box 8 |
| Budget proposals, 1962-1963 | Box 8 |
| Budget proposals and cost estimates, 1962-1963 | Box 12 |
| Budget proposals and estimated expenses, 1968-1973 | Box 8 |
| Budgets and payroll, 1959-1962 | Box 12 |

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|---|--------|
| Buying guide sales and distribution, 1962-1968 | Box 8 |
| Coopers and Lybrand--Audit of financial statements and accounting procedures, 1972-1974 | Box 8 |
| Coopers and Lybrand--Examination of financial statements, 1969-1972 | Box 12 |
| Coopers and Lybrand--Response to request for proposal for accounting and management reporting systems hardware and software, 1979 | Box 8 |
| Correspondence, 1940-1975 | Box 9 |
| Cost of Consumer Reports, 1957-1974 | Box 12 |
| Estimated expenses 1964-1969, 1963 | Box 12 |
| Estimated expenses by department for 1973-1974, 1973 | Box 12 |
| Estimated income and expenses 1970-1977, 1969-1973 | Box 12 |
| Expenses, 1973-1974 | Box 12 |
| Fiscal year and data reports, 1962-1963 | Box 11 |
| Income procurement, 1958-1966 | Box 12 |
| Lybrand, Ross Bros. and Montgomery--Audit services correspondence, 1963-1971 | Box 9 |
| Projected income and expenses 1975-1979, 1975 | Box 12 |
| Subscriber projections 1972-1976, approximately 1971 | Box 12 |
| Subscriptions, 1980-1982 | Box 9 |
| Subscriptions, 1960-1978 | Box 12 |
| Technical Department--Cost breakdown by Division, 1968 | Box 12 |

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|---|--------|
| Technical Department--Operation budgets and expenses, 1963-1969 | Box 12 |
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|---|--------|
| Technical Department--Proposed operating budgets 1970-1974, 1969-1973 | Box 13 |
|---|--------|

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Media and Consumer, 1972-1976

Scope and Contents

Media and Consumer was a short-lived consumer advocacy publication produced by the Media and Consumer Foundation. It received considerable funding from Consumers Union, and folded due to operating losses and the withdrawal of support by Consumers Union when the latter cut its own operating budget to improve its financial viability.

| | |
|--------------------------|-------|
| Budget and finance, 1973 | Box 9 |
|--------------------------|-------|

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| Consumer's Union internal memos, 1973 | Box 9 |
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|---------------------------|-------|
| Correspondence, 1975-1976 | Box 9 |
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|-----------------|-------|
| Financial, 1974 | Box 9 |
|-----------------|-------|

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| Financial, legal matters, 1972-1975 | Box 11 |
|-------------------------------------|--------|

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|---|--------|
| Financial and performance reports, 1972 | Box 12 |
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Physical Description: 2 folders

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| Financial--Tax information, 1972-1974 | Box 9 |
|---------------------------------------|-------|

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|-----------------------------|-------|
| First-year assessment, 1973 | Box 9 |
|-----------------------------|-------|

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|------------------------------------|-------|
| Funding and performance, 1974-1975 | Box 9 |
|------------------------------------|-------|

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|-------------------------|--------|
| Legal and finance, 1972 | Box 10 |
|-------------------------|--------|

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| Media and Consumer Foundation, 1972-1973 | Box 10 |
|--|--------|

Physical Description: 2 folders

| | |
|-----------------------------------|--------|
| Performance and circulation, 1975 | Box 10 |
|-----------------------------------|--------|

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|--------------------------------|--------|
| Promotion materials, 1972-1975 | Box 10 |
|--------------------------------|--------|

Physical Description: 2 folders

| | |
|-----------------------------------|--------|
| Proposal and planning, 1973-1974 | Box 10 |
| Subscriptions and promotion, 1974 | Box 10 |

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