



Guide to the Consumer Reports. Staff Information Services records, 1934-2015

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Summary

Collection Title:

Consumer Reports. Staff Information Services records, 1934-2015

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. Staff Information Services was a joint activity between the Consumers Union Library and the Survey Research Division to centralize information resources for Consumers Union staff. The Staff Information Services records include: brochures; color photographs; correspondence; database records; informational indexes; newsletters; policy statements; product reviews; reader survey questionnaires and data; statistics and other printed materials that document the functions and activities of the organizational unit. The collection also includes a sampling of historical materials relating to the consumer movement. Individuals represented in the collection include Colston Warne, E. Scott Maynes, Florence Mason, Henry Harap, and Sidney Shainwald. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

15.4 Linear Feet

Language:

Materials are in English.

Collection ID:

RL.11978

Permalink:

<https://idn.duke.edu/ark:/87924/m1d157>

Preferred Citation

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

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Background

Scope and Content

The Staff Information Services records include: brochures; color photographs; correspondence; database records; informational indexes; newsletters; policy statements; product reviews; reader survey questionnaires and data; statistics and other printed materials that document the functions and activities of the organizational unit. The collection also includes a sampling of historical materials relating to the consumer movement. Individuals represented in the collection include Colston Warne, E. Scott Maynes, Florence Mason, Henry Harap, and Sidney Shainwald.

Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936 as Consumers Union. Staff Information Services was a joint activity between the Consumers Union Library and the Survey Research Division to centralize information resources for Consumers Union staff. Main responsibilities included publication of internal newsletters; staff reference and research services; collection of consumer and readership experiences through survey-based research. Staff Information Services evolved into the Information Center in the late 1990s and in 2003 the Information Center merged with the Market Information Department to form the Strategic Planning and Information Services Department.

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Arrangement

This collection is organized into the following series: Information Center; Library Division; Survey Research Division.

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

Processing Information

Processed by Kristina Thomas, March, 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. Board of Directors records;
Consumer Reports. Colston E. Warne papers;
Consumer Reports. Florence Mason papers;
Consumer Reports. Henry Harap papers;
Consumer Reports. Reader Service Department records;
Consumer Reports. Sidney Shainwald papers.

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Names and Subjects

- Consumer education
- consumer protection
- Library administration
- Demographic surveys
- Readership surveys
- Color photographs
- John W. Hartman Center for Sales, Advertising & Marketing History
- Harap, Henry, 1893-
- Mason, Florence
- Maynes, E. Scott
- Shainwald, Sidney, 1917-2003
- Warne, Colston E. (Colston Estey), 1900-1987
- Consumer Reports (Firm)
- Consumers Union of United States

Collection Inventory

Information Center, 1945-2015

General and Administrative, 1945-2014

ALA (American Library Association), 2005

Box 1

Scope and Contents

Includes membership information, brochure for "21st Century Literacy" program

Basic organization of files diagram, approximately 1990	Box 1
Bulletin boards, 1993-1994	Box 28
CU archives collecting policy, 1993	Box 1
CU ballots for Directors, annual questionnaires, 1945-1977	Box 1
Coding lists for annual questionnaires, 1977-1986	Box 1
Conference Board--Corporate communications workshop, 1995	Box 28
Copy checking procedures, table of contents, 1985-1991	Box 1
CUrrents indexes, 1993-2003	Box 28
Dan Franklin donation of historical documents 1982-1989, 2013	Box 1
Database information--Procedures, headline service, approximately 1998	Box 1
Departmental memos, correspondence, etc., 1985-1989	Box 1

Scope and Contents

Primarily memos concerning, and solicitations for, the "what's happening" newsletter

Email regarding publication dates for CU periodicals, 2014	Box 1
List of periodicals received, 2000	Box 1
Market Research Report, 1996-1999	Box 1

Physical Description: 2 folders

Online Research at Consumers Union (article by Rhoda Karpatkin), 1997	Box 2
Project research checklist, 1991	Box 2
Ragan Corporate Communications, 1992-2000	Box 28
Reader letter files (subject indexes), approximately 1990	Box 2
Staff photographs, 1988-2010	Box 2

Scope and Contents

Images of the CU library, archives stacks, staff, events

Strategic outlook for 2002, 2001	Box 2
Vertical file index, 1991	Box 2

Newsletters, 1982-2015

Ballot, survey and informational questionnaires, 1982-1986	Box 2
CU insider, 1994-2005	Box 2
Physical Description: 3 folders	
CUrrents newsletter, 1992-1999	Box 29
Physical Description: 8 folders	
Currents Consumers Union News, 2000-2007	Box 2
Physical Description: 5 folders	
Currents Consumers Union News, 2008-2014	Box 3
Physical Description: 3 folders	
E-Currents, 2004-2008	Box 3
Physical Description: 5 folders	
House Organ, 1973	Box 3
Inside CU, 2005-2015	Box 3
Physical Description: 3 folders	
The CU letter, 1984-1989	Box 3

Scope and Contents

Includes the CU Insider

The CU letter, 1990-1994 Box 4

What's happening at CU, 1985-1992 Box 4

Physical Description: 5 folders

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Library Division, 1934-1999

General and Administrative, 1936-1994

Article about the Consumers Union library, 1971 Box 4

Beer and alcohol reports, 1969-1976 Box 4

Betsy Hamilton memos, 1982-1983 Box 28

Betsy Hamilton resignation, 1988 Box 4

Board of directors policy resolution, 1936-1975 Box 4

Brochure on how to use the Consumers Union library, 1980s Box 4

Correspondence about consumer protection, 1959-1981 Box 4

Correspondence on auto division and survey, 1971-1973 Box 4

Database search records, 1984-1985 Box 5

E.J. (Ray) Struglia, 1969-1978 Box 28

Florence Mason administrative correspondence, 1939-1973 Box 5

Form response to readers, 1940-1956 Box 5

Library forms, procedures, manuals, reports, 1955 Box 5

Library new books and tapes, 1994	Box 5
Library News Briefs, 1992-1994	Box 5
Manuals and forms, 1953-1959	Box 5
Notes for CU history project (Florence Mason and E.J Struglia), 1982	Box 5
Periodical titles received, 1994	Box 5
Staff responsibilities, activity reports, 1959	Box 5
The CU Survey Research Unit, 1971	Box 5

Consumer Movement Materials, 1934-1990

A selective bibliography of material published in the U.S on the consumer movement, 1962	Box 5
Academic writings, 1934-1975	Box 5
Advertising, advertising agency perspectives, 1937-1990	Box 5
Physical Description: 2 folders	
Advertising radio and television, 1958-1965	Box 6
Physical Description: 4 folders	
Advertising radio and television, 1960-1965	Box 6
Physical Description: 2 folders	
American Home Economics Association--Consumer Buying, 1936	Box 6
Better Business Bureau, 1936-1973	Box 6
Business perspectives on consumerism, 1939-1984	Box 6
Physical Description: 2 folders	
Chamber of Commerce--Business and the Consumer, 1970	Box 6
Clippings, articles, 1962-1981	Box 6

Clippings, articles, 1940, 1978	Box 27
Scope and Contents	
Includes: What About the Consumer Movement; Atop the Consumer Movement (Bill Falk)	
Community Systems Foundation--Proposal for Development and Testing of a Consumer-Oriented Information Dissemination System, 1968	Box 6
Conferences, speeches, etc., 1937-1982	Box 6
Conferences, speeches, etc., 1937-1982	Box 7
Consumer Advisory Council, 1962-1967	Box 7
Consumer education and advocacy, 1935-1982	Box 7
Consumer Education and Protective Association--Living History of CEPA 1966-1968, 1969	Box 7
Consumers Union publications, 1962, 1966	Box 7
Physical Description: 8 folders	
Scope and Contents	
Includes: Digest of Leading Consumer Movements of the World 1962; Consumer Protection (roster)	
Consumers Union--Articles about, 1974-1978	Box 7
Consumers Union--Statements and testimony (index), 1939-1974	Box 7
Correspondence on Product & Industry News, 1969-1979	Box 7
Criticisms and responses, 1958-1961	Box 7
Criticisms and responses, 1958-1961	Box 8
Physical Description: 2 folders	
E.Scott Maynes, 1972, 1980	Box 8

Scope and Contents

Includes: Informationally Imperfect Markets; Consumerism Origin and Research Implications

Economics articles in Consumer Reports, 1949-1975	Box 8
Federal Trade Commission--Consumer protection hearings, 1968	Box 8
Government publications, 1972-1980	Box 8
Henry Harap articles, 1934-1981	Box 8
Index of Consumers Union's legislative stands, 1973	Box 8
Index of Consumers Union's statements on public interest matters, 1936-1983	Box 8
Physical Description: 2 folders	
Invoices, 1985-1986	Box 8
Index of Consumer Union's statements on public interest matters, 1936-1983	Box 8
Physical Description: 2 folders	
International publications, 1964-1980	Box 8
Invoices, 1985-1986	Box 8
"Last time CU tested" (reference index), 1972	Box 8
Legislative stands special lists, 1955-1971	Box 8
Library database searching, approximately 1989	Box 9
Library Division promotion, 1956, 1971	Box 9
List of college, commercial, independent and nonprofit laboratories, 1967	Box 9
Lists of available references, 1930s-1970s	Box 9
Physical Description: 9 folders	

Lists of available references, 1930s-1970s	Box 10
Physical Description: 5 folders	
Michael Pertschuk--Rise and Pause of the Consumer Movement, 1979	Box 10
Paul N. Bloom, Stephen A. Greyser writings, 1981	Box 10
Scope and Contents	
Includes: The Maturing of Consumerism; Exploring the Future of Consumerism	
Product testing, 1936-1954	Box 10
Published standards and specifications on electric and gas applications, 1959	Box 10
Quotes and comments about CU, 1957-1968	Box 11
Physical Description: 2 folders	
Robert O. Herrmann writings, 1970	Box 11
Scope and Contents	
Includes: Consumerism Its Goals, Organizations and Future; The Consumer Movement in Historical Perspective	
Werner Gabler--Labeling the Consumer Movement, 1939	Box 11
White house Conference on Consumer Representaton Plans, 1976	Box 11
Physical Description: 4 folders	
Newsletters, 1959-1999	
Around CU, 1981-1983	Box 12
Physical Description: 2 folders	
Consumer Reports News Digest, 1990-1992	Box 12
Physical Description: 8 folders	
Consumer Reports News Digest, 1992	Box 13
Consumers Union In Progress, 1980-1981	Box 13

Consumers Union News Digest, 1976-1980 Physical Description: 7 folders	Box 13
Consumers Union News Digest, 1980-1984 Physical Description: 9 folders	Box 14
Consumers Union News Digest, 1985-1988 Physical Description: 10 folders	Box 15
Consumers Union News Digest, 1988-1989 Physical Description: 4 folders	Box 16
Consumers Union News Digest index, 1978-1983 Physical Description: 2 folders	Box 16
Consumers Union News Digest source list, 1988-1989	Box 16
CU Insider, 1994-1997	Box 16
Currents Consumers Union News, 1992-1994 Physical Description: 2 folders	Box 16
Currents Consumers Union News, 1995-1999 Physical Description: 2 folders	Box 17
House Organ (for staff members), 1970-1973 Physical Description: 2 folders	Box 17
House organ memos, 1970-1973	Box 17
Memos from the Executive Director's Office, 1981-1985	Box 17
Product and Industry News, 1959-1966 Physical Description: 5 folders	Box 17
Product and Industry News, 1966-1971 Physical Description: 9 folders	Box 18
Product and Industry News, 1971-1973 Physical Description: 5 folders	Box 19

Product, Industry and Consumer Newsletter, 1973-1974	Box 19
Physical Description: 3 folders	
Product, Industry and Consumer Newsletter, 1974-1976	Box 20
Physical Description: 5 folders	
The CU Letter (sent to Consumer Union's supporters and associates), 1984-1994	Box 20
Physical Description: 3 folders	
This Week at CU, 1974-1979	Box 20
Physical Description: 2 folders	
What's Happening at CU, 1985-1986	Box 20
Physical Description: 2 folders	
What's Happening at CU, 1987-1991	Box 21
Physical Description: 10 folders	
What's Happening at CU, 1991-1992	Box 22
Physical Description: 2 folders	

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Survey Research Division, 1937-2014

General and Administrative, 1937-2014

Automobile questionnaires and correspondence, 1961-1970	Box 22
Consumers Union annual questionnaire, 1969-1970	Box 22
Consumers Union annual questionnaire, 1952	Box 27
Consumers Union survey, planning correspondence and forms, 1937-1949	Box 22
Physical Description: 2 folders	
CSF consumer proposals and other materials, 1959-1970	Box 22

CU Insider, Inside CU, 2000-2004	Box 22
CU Insider, Inside CU, 2004-2014	Box 23
Physical Description: 2 folders	
Questionnaire and ballot correspondence, 1937-1967	Box 23
Physical Description: 6 folders	
Questionnaire and ballot correspondence, 1968-1976	Box 24
Physical Description: 5 folders	
Reports correspondence, 1974	Box 24
Surveys, ballots and questionnaires, 1953-1961	Box 24
Physical Description: 3 folders	
Surveys, ballots and questionnaires, 1957-1977	Box 25
Physical Description: 6 folders	
Surveys, 1950-1981	
Consumer Concerns Survey, 1981	Box 25
Correspondence between committees and foundations, 1967-1970	Box 25
Los Angeles survey of reasons for cancellations, 1953	Box 25
Questionnaire tabulation: informational service, 1964-1966	Box 25
Refrigerator repairs: annual questionnaire, 1965	Box 26
Refridgerator questionnaire tabulation, 1964-1965	Box 27
Source of informational exposure experienced prior to purchasing and appliance, approximately 1970	Box 26

Special questionnaires, 1971-1974	Box 26
Survey and questionnaire summaries and forms, 1950-1952	Box 26
Surveys, questionnaires and readers' suggestions, 1954-1976	Box 26
Physical Description: 2 folders	
Washing machine repair surveys, 1965-1966	Box 26
Physical Description: 2 folders	

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