



Guide to the Consumer Reports. Colston E. Warne papers, 1910-1995 and undated

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Summary

Collection Title:

Consumer Reports. Colston E. Warne papers, 1910-1995 and undated

Creator:

Consumer Reports (Firm); Warne, Colston E. (Colston Estey), 1900-1987

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. Colston E. Warne was an economist and consumer advocate who served as the first President of Consumers Union from its formation in 1936 until his retirement in 1980. The Consumer Reports Colston E. Warne papers include correspondence, clippings, photographs, scrapbooks, manuscripts and texts of articles and speeches, reports and other printed materials. Correspondents include Arthur Kallet, Dexter Masters, E. Scott Maynes, Edward Reich, James Mendenhall, James Morgan, Jean Whitehall, Leland Gordon, Morris Kaplan, Persia Campbell, Rhoda Karparkin, Ruby Turner Morris, Walker Sandbach and William Pabst. Institutions represented include the American Council on Consumer Interests, Amherst College, Consumer Federation of America, Cooperative Distributors, Council of Economic Advisors, International Organization of Consumers' Unions (later Consumers International), League for Industrial Democracy, National Consumer Energy Advisory Committee, National Consumers League, National Recovery Administration and the University of Pittsburgh. Topics addressed include academic and intellectual freedom, communism and subversion, consumer and worker education, economics, labor and war-time advertising. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

60.0 Linear Feet

Language:

Materials are in English

Collection ID:

RL.11784

Permalink:

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Preferred Citation

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

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Background

Scope and Content

The Consumer Reports Colston E. Warne papers include correspondence, clippings, photographs, scrapbooks, manuscripts and texts of articles and speeches, reports and other printed materials. Correspondents include Arthur Kallet, Dexter Masters, E. Scott Maynes, Edward Reich, James Mendenhall, James Morgan, Jean Whitehall, Leland Gordon, Morris Kaplan, Persia Campbell, Rhoda Karpatkin, Ruby Turner Morris, Walker Sandbach and William Pabst. Institutions represented include the American Council on Consumer Interests, Amherst College, Consumer Federation of America, Cooperative Distributors, Council of Economic Advisors, International Organization of Consumers' Unions (later Consumers International), League for Industrial Democracy, National Consumer Energy Advisory Committee, National Consumers League, National Recovery Administration and the University of Pittsburgh. Topics addressed include academic and intellectual freedom, communism and subversion, consumer and worker education, economics, labor and war-time advertising. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Consumer Reports is a product testing and consumer advocacy nonprofit organization based in Yonkers, N.Y., founded in 1936. Colston E. Warne was an economist and consumer advocate who served as the first President of Consumers Union from its formation in 1936 until his retirement in 1980.

Colston Estey Warne was born in Romulus, New York on 14 August 1900. He grew up in Ithaca, New York and entered Cornell University in 1916. Warne originally planned to become a banker, but later developed a growing interest in labor and social concerns. Warne majored in economics and graduated with a A.B. in 1920 and an M.A. in 1921.

Following a teaching position as an instructor at the University of Pittsburgh, 1921-1922, Warne studied political economics at the University of Chicago. He

wrote his dissertation on the consumers' cooperative movement in Illinois. He received his doctorate in 1925.

Warne was an associate professor of economics at the University of Denver, 1925-1926. In 1926 he was appointed to the University of Pittsburgh as an assistant professor of economics. He taught at Pittsburgh until 1930 when he went to Amherst College as an associate professor. He became a full professor in 1942. Dr. Warne taught at Amherst College until his retirement from teaching in 1969.

While at the University of Pittsburgh Dr. Warne became involved in social issue movements such as civil liberties, trade unionism, and the consumer movement. Attracted by the idea of product testing, Dr. Warne became associated with Consumers' Research (the first consumer-product-testing organization) as a member of its advisory board. When workers at Consumers' Research went on strike in 1935, Dr. Warne sided with the strikers. In 1936, some of the strikers and their supporters banded together to form a competitive consumer-product-testing organization, Consumers Union of the United States, Inc. Dr. Warne became Consumers Union's first president.

Under the leadership of Colston Warne, Consumers Union has overcome financial difficulties, subversive charges, and internal disputes to become the world's largest and most influential consumer-product-testing organization. Dr. Warne served as president of Consumers Union until February 1980.

Among his many consumer-related activities, Dr. Warne has served on the Consumer Advisory Committee of the Council of Economics Advisors (1947-1951), the Consumer Advisory Council of the Council of Economic Advisors (1962-1965), the President's Committee on Consumer Interests (1964-1965), the Consumer Advisory Committee of the Commonwealth of Massachusetts (1959-1962), the National Association of Consumers (member of the board of directors, 1947-1956), the Cooperative League of the USA (member of the board of directors, 1926-1929).

Dr. Warne was also affiliated with People's Lobby (president, 1934-1936), the Western Massachusetts Civil Liberties Union (member 1938-1941), the Pittsburgh Branch of the American Civil Liberties Union (chairman, 1927-1930), the Industry, Panels, Wage and Hour Administration, United States Department of Labor (member, 1943-1944), and the United States Coordinator of Fisheries (consultant, 1943).

Largely through Dr. Warne's direction, the International Organization of Consumers' Unions was founded in 1960. Dr. Warne served as I.O.C.U.'s president, 1960-1970, and as treasurer, 1970-1976.

Colston E. Warne died May 20, 1987.

Source: Linda J. Long, Consumers Union Archives revised finding aid, 1989.

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Arrangement

Organized into the following series: Individuals; Organizations; Government; Subjects; General Files; University of Pittsburgh; Amherst College; Consumers Union; Writings, Speeches, Testimonies; Personal Materials; and Additions.

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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 copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Consumer Reports. Colston E. Warne papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2019.

Processing Information

Minimally processed by Richard Collier, Nov. 2019;

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:

Advertising Council records;

Consumer Reports Archives records;

Consumer Reports Arthur Kallet papers;

J. Walter Thompson Company. Howard Henderson papers;

Jean Kilbourne papers

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Names and Subjects

- Consumer advocacy
- consumer protection
- Academic freedom
- Consumer education
- Labor -- United States
- World War, 1939-1945
- Communism -- United States -- History -- 20th century
- John W. Hartman Center for Sales, Advertising & Marketing History
- Warne, Colston E. (Colston Estey), 1900-1987
- Campbell, Persia
- University of Pittsburgh. Department of Economics

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| 7. Statement of Operating Rules for Relations Between Director, Treasurer, and Controller of Consumers Union, 1957 | Box 119 > Folder 7 |
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28. Random Impressions of Warsaw, 1947	Box 120 > Folder 3
29. An Impression of Europe, 1948	Box 120 > Folder 3
30. Report on Anti-Inflation Conference, 1951	Box 120 > Folder 3
31. On Advertising, 1952	Box 120 > Folder 3
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37. Who Should Educate Young Consumers?, 1960	Box 120 > Folder 3
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39. Consumer Protection and Representation in Government, 1960	Box 120 > Folder 3
40. The Aftermath of the Election, 1960	Box 120 > Folder 3
41. Protecting the Consumer (Interview), 1960	Box 120 > Folder 3
42. Prospects and Problems of Consumers, 1961	Box 120 > Folder 3
43. An Assessment of Consumer Protective Efforts in Israel, Pakistan, India, Japan, Australia, and New Zealand, 1962	Box 120 > Folder 3
44. Does the Organized Consumer Handicap Economic Expansion?, 1962	Box 120 > Folder 3
45. The International Development of Consumer Organizations, 1962	Box 120 > Folder 3
46. Health Protection, 1969	Box 120 > Folder 3
47. The International Organization of Consumers Unions, 1969	Box 120 > Folder 4
48. International Consumer Movement in the 1970s, 1971	Box 120 > Folder 4
49. Consumerism and the Future, 1971	Box 120 > Folder 4
50. Robert L. Smith, 1971	Box 120 > Folder 4
51. Conference with Richard Nixon, 1971	Box 120 > Folder 4
52. Working Seminar for South-East Asia and the Pacific, 1974	Box 120 > Folder 4
53. Ralph Nader, 1975	Box 120 > Folder 4
54. Comment on Memorandum by H.R. Arthur - Council of Economic Advisers, 1979	Box 120 > Folder 4
55. Analyzing the American Market - A Maze For Buyers, undated	Box 120 > Folder 4
56. The Consumer, Victim of Unorganized Business, undated	Box 120 > Folder 4

57. Consumers Lose a Friend, undated	Box 120 > Folder 4
58. Fair Trade, undated	Box 120 > Folder 4
59. Glimpse at the Consumer Advice Center of Havering, England, undated	Box 120 > Folder 4
60. On Cooperative Planning, undated	Box 120 > Folder 4
61. A Summary of Interviews in the USSR, undated	Box 120 > Folder 4
62. A Summary of the Rhode Island Plan of Local Price Panel Participation in Price Control, undated	Box 120 > Folder 4
63. Proposed Objectives for the American Consumer Movement, undated	Box 120 > Folder 4
64. The Trade Unionists and Consumer Economics, undated	Box 120 > Folder 4
65. On Galbraith, undated	Box 120 > Folder 4
66. On Government, undated	Box 120 > Folder 4
67. On Leland Gordon, undated	Box 120 > Folder 4
68. On the Market Place, undated	Box 120 > Folder 4
69. On Price Control, undated	Box 120 > Folder 4
70. On Price Maintenance, undated	Box 120 > Folder 4

Other Writings: Numbers 3-11, 1925-1982

3. The Consumers' Cooperative Movement in Illinois, (Doctoral dissertation, University of Chicago), 1925	Box 121 > Folder 1
4. Why Consumer Education?, chapter for a Consumer Education Book, 1942	Box 121 > Folder 2
5. The UAW and the Sit-Down Strikes, undated	Box 121 > Folder 3
6. Report on Activities and Associations, 1930-1953, 1953	Box 121 > Folder 4

7. A Cursory Survey of European Consumer Movements, 1959, 1959	Box 121 > Folder 4
8. Consumer Protective Movements on the State and Local Levels, 1963, 1963	Box 121 > Folder 5
9. Consumer Protective Movements on the State and Local Levels, 1964, 1964	Box 121 > Folder 5
10. Contacts in South America, 1969, 1969	Box 121 > Folder 5
11. Consumers Union's Contribution to the Consumer Movement, Part II, Chapter 5, "Consumer Activists, They Made a Difference", 1982	Box 121 > Folder 6

Clippings, 1929-1979, undated

Clippings, 1929-1979, undated	Box 122
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Personal Materials, 1910-1987, undated

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Warne, Clinton L., 1937-1968	Box 123
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Estate of Clinton A. Warne, 1955-1959	Box 123
Physical Description: 4 folders	
Genealogies, family histories, undated	Box 123
Scope and Contents	
Includes The Warne Genealogy, Walking on Water (Celia Warne Tower)	
Other Material, 1910-1987, undated	
Oldest known letter by Colston Warne, 1910	Box 124
Ithaca High School year book, 1916	Box 124
Ithaca High School reunion, 1966	Box 124
Cornell University, approximately 1920	Box 124
Physical Description: 2 folders	
Scope and Contents	
Includes Student handbook, Class of 1920 directory, reunion material, grade reports, etc.	
Resumes, undated	Box 124
Financial records, 1927-1952, undated	Box 124
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Includes Henry Richards tax material, Teachers Insurance, etc.	
Honors and awards, 1977-1980	Box 124
Scope and Contents	
Includes American Marketing Association; Honorary degree, Bowie State College; Amherst College; others	

Students working in the consumer field, 1972-1979	Box 124
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Colston Warne obituary, memorial service, tributes, etc., 1987	Box 124
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Physical Description: 3 folders

Scrapbooks, 1916-1979

Ithaca High School, 1916-1967	Box 125
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Scope and Contents

Includes student scrapbook, 50th reunion materials

Photograph album, 1966-1978 and undated	Box 127
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Photograph album--Trip to India, 1969	Box 128
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"Greetings to Colston E. Warne"--Retirement from Amherst College, 1969	Box 126
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Seventy-fifth Birthday, 1975	Box 127
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Retirement from Consumers Union, 1979	Box 127
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Physical Description: 6 folders

Scope and Contents

Includes correspondence, guest lists, programs, speakers

Retirement from Consumers Union--Memory book, 1979	Box 128
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Awards--Greece, 1979	Box 129
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Events at the University of Pittsburgh (Academic freedom issue), 1935	Box 129
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Japan trip--Calligraphy, 1962	Box 131
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Retirement tribute album from COTACO (Comite de trabajadores para ayudar al consumidor, Puerto Rico), 1979	Box 132
Retirement tribute album from friends and associates, 1979	Box 132
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Consumers' Protection and Interest Program (John F. Kennedy), 1962	Box 130
Consumers Union: Methods, Implications, Weaknesses and Strengths (Ruby Turner Morris), 1971	Box 130
Global Trade in Dangerous Products (IOCU) press kit, 1983	Box 131
Informationally Imperfect Consumer Markets (E. Scott Maynes, Terje Assum), 1982	Box 130
New Masses newsletter, 1935	Box 131
Prestel in Use (E. Scott Maynes), 1982	Box 130

A Rebel's Odyssey, 1941	Box 130
Consumers Union After Fifteen Years, 1951	Box 130
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