

BUYER BEWARE: THE CONSUMERS' RESEARCH ARCHIVES AT THE RUTGERS UNIVERSITY LIBRARIES

BY GREGORY L. WILLIAMS

Mr. Williams is Archivist at the New Jersey Historical Society. He was formerly the Consumers' Research Archivist, Special Collections and University Archives, Rutgers University Libraries.

History of Consumers' Research, Inc.

Today, consumer testing and rating guides are taken for granted. It is not unusual for a shopper to take a copy of *Consumer Reports* to a stereo or appliance store, or consult any number of specialized consumer publications before purchasing a particular product. Prior to 1927, there were no organizations dedicated to helping consumers choose between competing brands of products. Frederick J. Schlink, born in Peoria, Illinois, in 1891, pioneered the effort to research and disseminate unbiased product information to consumers. Trained as an engineer, Schlink had acquired extensive experience in the field of standardization at the National Bureau of Standards in Washington, DC, and with the American Standards Association in New York City. He combined his interest in the standardization of products created for mass production, a disdain for bogus advertising claims, and a background in testing products to form the Consumers' Club in New York City in 1927. With the publication of his book *Your Money's Worth* (co-authored with Stuart Chase) in the same year, public sentiment was stirred to demand a consumer testing organization.¹ This book exposed the excesses of advertising and the hazards of shoddy products, and called for independent product testing.

The overwhelming response to the *Your Money's Worth* led to the publication of the first consumer rating bulletin entitled *The Consumers' Club Commodity List*. The first issue of *The List* was published on October 27, 1927. In the introduction, Schlink explained that *The List* was the first step toward giving the small consumer access to critical information about everyday products. The format of the bulletin included two columns subdivided by various products. Products endorsed by *The List* were filed directly under a column "A" list; those commodities receiving a negative mark from the compilers were placed in the "B" list. No direct testing of

products took place for this first issue, although Schlink included notes on the comparative cost of products, remarks regarding the quality of recommended items, and where to obtain wholesale prescription drugs. Among the products examined were: disinfectants, ink, textiles, silver polish, soap (Ivory recommended, Lifebuoy not recommended), breakfast foods (yes to Shredded Wheat, no to Cream of Wheat), refrigerators, toasters, radios, and cameras. With regard to bottled beverages the bulletin recommended Hires Root Beer but not Coca Cola, noting that the latter, "if drunk too freely, or by children, may do harm."²

With the help of a \$10,000 grant and a subscription list that numbered over 5,000, the Consumers Club incorporated and became Consumers' Research (CR) in 1929. From 1930 to 1935 CR membership, publications, and personnel increased dramatically. By 1935 CR had over 50,000 subscribers. CR published three separate periodicals. *The Handbook of Buying* evolved from the original *List* and was published annually, then semi-annually. The bi-monthly *Confidential Bulletin Service* included recent CR product testing results. CR's *General Bulletin* (bi-monthly) first appeared in 1932 and contained feature articles on political and consumer issues. CR employed 70 to 100 engineers, skilled laboratory technicians, researchers, writers and clerical staff to conduct its testing and publishing activities.

Combining the results of its own testing with research data gathered from consulting laboratories, CR exposed deceitful advertisers, incompetent manufacturers, and railed against the flaws of capitalism. CR began as a progressive organization with directors from the publishing industry, academia, religious groups, and the legal profession. Concerned with the high rent rates in New York and the need for more space, the organization relocated to rural Washington, New Jersey (Warren County) in 1933.³

Although CR devoted its primary attention to testing, comparing, and rating consumer products, the organization became involved in many of the intense political debates of the Great Depression. With passage of the Roosevelt administration's New Deal legislation, Schlink and CR pushed for reform of outdated food, drug and cosmetic legislation. Through its published books and aggressive lobbying activities, CR gained notoriety in political, governmental, business, and advertising circles as one of the most radical consumer organizations in the U.S.

The Depression led to a number of books on consumer issues, many of which were lumped under the term "Guinea Pig Books." This term referred to the title of Schlink's and Arthur Kallet's bestseller, *100,000,000 Guinea Pigs—Dangers in Everyday Food, Drugs and Cosmetics*, and the theory that American consumers were being used as "guinea pigs" by unscrupulous corporations which put profits before customer safety.⁴ Published in 1932, *100,000,000 Guinea Pigs* became the most popular consumer book of



Fig. 2.1: Frederick J. Schlink, founder and President of Consumers Research, Inc., in front of Washington, NJ, headquarters. (from Consumers Research, Inc. Archives in Special Collections and University Archives)

its time, selling an estimated 250,000 copies and far surpassing any of CR's previous publications. The book's scientific data and product horror stories resulted in an immediate increase in subscriptions to CR. Moreover, the book served as a rallying point for proposed revisions to the 1906 Pure Food and Drug Act during the New Deal.⁵

Other books authored by Schlink and various CR staff members followed a similar pattern. *Skin Deep* (1934), by M.C. Phillips (Schlink's wife), offered an indictment of the cosmetics industry and became an immediate bestseller among consumer books.⁶ J.B. Matthews (Schlink's associate) contributed two books, *Partners in Plunder* and *Guinea Pigs No More*, relating to various consumer issues and espousing his wildly fluctuating political ideals.⁷ Schlink wrote a book on the food industry entitled *Eat, Drink & Be Wary*, and collaborated with Phillips on several consumers' pamphlets, including *Discovering Consumers*, which proposed the creation of a Federal Department of the Consumer.⁸ Arthur Kallet published a second book entitled *Counterfeit*.⁹

As late as May 1935 CR pursued a progressive agenda and considered proposals such as the formation of a consumers' legal association, the formation of a Consumers Party, and continued endorsement of a cabinet level Department of the Consumer.¹⁰ In September 1935 an unsuccessful strike by CR employees fractured the organization and resulted in Schlink's ideological shift toward political conservatism. This transformation shocked CR's allies in the progressive camp, created discord in the consumer movement, and gratified enemies in the business and advertising world. Labor strife ran counter to CR's original progressive political ideals. Liberal groups wanted the strike resolved amicably, but Schlink's arbitrary nature, rabid anti-unionism, and belief that the strike represented an attempt by the Communists to infiltrate the consumer movement, resulted in the failure of the strike. His intransigence ultimately led to a split within the consumer testing movement. Within a few weeks of the end of the strike, former Schlink proteges Arthur Kallet and Dewey Palmer helped establish a rival consumer testing organization, the National Consumers Union, later known as Consumers Union (CU) and the publisher of *Consumer Reports*.¹¹

Though Schlink understood the need for and possibilities of a broad-based consumer movement, he was unwilling to share power. The movement could properly function only by taking full advantage of the intellectual expertise available. Schlink, Phillips and Matthews wanted control of their own shop and for this control they traded in any chance of finding the best engineering minds to expand the organization.

The Board of Directors of Consumers Union included many former CR staffers and former Schlink allies within the consumer and labor communities. CR perceived CU as a "transmission belt" for the spread of communist ideology.¹² CR devoted extensive time and money to discrediting CU.



Fig. 2.2: Consumers Research produce testing of electronic mixing bowls. (from Consumers Research, Inc., Archives in Special Collections and University Archives)

Almost every red-baiting commentary written about Consumers Union had the fingerprints of CR. It was clear that Consumers' Research was the "research" behind the consumer report J.B. Matthews wrote for the House Un-American Activities Committee in 1939.¹³ Despite these efforts, CR was soon overshadowed by its competitor. After the strike and separation of CU from CR, Consumers' Research became a small organization run by a close-knit group of people hostile to outside influence.

In spite of these difficulties, Consumers' Research continued its primary task of product testing and publishing for more than five decades. Initially CR's testing had been done by several outside laboratories and consultants. By relocating to New Jersey in 1933, CR gained needed space to construct its own laboratory complex for in-house testing. Over the next fifty years CR engineered hundreds of small machines and gadgets to test product durability and the reliability of advertising claims. These machines tested such things as the sharpness of razor blades, mattress-life, the durability of socks and clothing, the fading of fabrics, and the viscosity of motor oils. After simulating the extended use of products and determining their chemical properties, CR charted performance standards for commodities and published recommendations for its subscribers.¹⁴

In the mid-1940s CR added to its catalog of books with the publication of Schlink and Phillips' *Meat Three Times A Day* and Phillips' sequel on cosmetics, *More Than Skin Deep*.¹⁵ These books, however, failed to generate any notable response. During the post-war era subscriptions to the *Consumers' Research Bulletin* numbered over 100,000 and circulation remained steady over the next three decades. In 1973, *Consumers' Bulletin* was re-named *Consumers' Research Magazine*. After several years of declining subscriptions, Publishers Clearing-house was allowed to offer *Consumers' Research Magazine* at a reduced rate in conjunction with its sweepstakes promotion. For years Schlink had rejected any association with Publishers Clearing-house because he believed that sweepstakes was a form of gambling. Within a year CR's subscription rates doubled to nearly 150,000 (excluding newsstand sales) and CR raised the yearly subscription rate to \$9.00.¹⁶

Because of declining profits, Schlink's advancing age, and competition from other testing organizations, CR was sold to the conservative radio commentator, M. Stanton Evans, in the early 1980s. Evans moved most of the publishing and staff operations to Washington, DC. Some technical testing continued at the Washington, New Jersey, complex until 1983 when CR finally suspended its technical work. While no longer publishing tests products, *Consumers' Research Magazine* still maintained 12,855 subscribers for its monthly issues in 1994.¹⁷ F.J. Schlink, the founder of CR, died in January 1995 at the age of 103.¹⁸

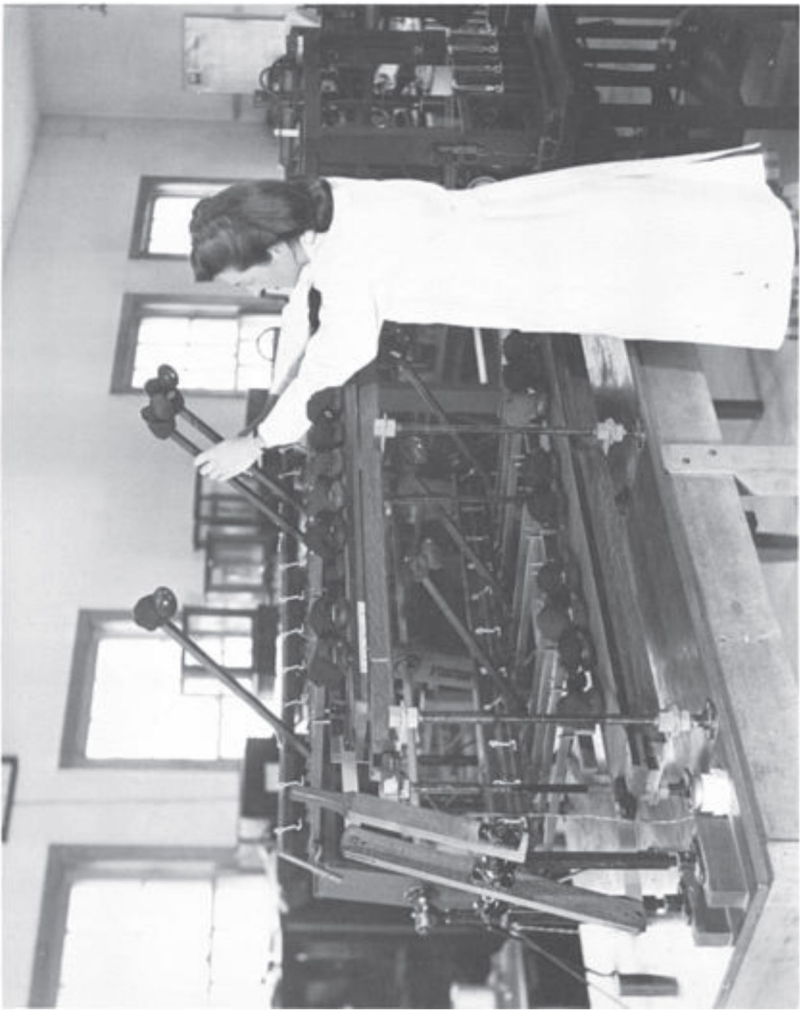


Fig. 2.3: Consumers Research testing machine to determine comparative resistance to abrasion of toes and heels of men's socks. (from Consumers Research, Inc., Archives in Special Collections and University Archives)

Acquisition & Arrangement

Consumers' Research Inc. was first contacted by Rutgers University Libraries Special Collections in 1974. Clark L. Beck Jr., assistant curator, inquired about CR's willingness to place its archives at Rutgers. In a memo CR staff noted that the unpublished material would be worth "a great deal of money."¹⁹ While nothing came of this first contact, in 1983 when Consumers' Research moved out of New Jersey, it was agreed that CR's records would be transferred to Rutgers. The records had been stored in boxes, on open shelves or in file cabinets in a quonset hut, an attic and elsewhere on the grounds of CR's New Jersey laboratory. Rutgers archivists William Miller and Ronald Becker visited CR's headquarters to cull through the files under the watchful eye of 92 year old F.J. Schlink.

In addition to approximately 1,100 boxes of records, several CR testing machines—a pen tester, toothbrush tester, and hose or sock tester—were part of the original accession. The sock tester was disassembled and placed in storage until its reconstruction for a 1995 exhibit highlighting the completion of the CR project. Resembling an old loom, the machine consisted of 24 wooden arms with porcelain door knobs on the end. Socks were wrapped around the knob and subjected to sustained abrasions against a wire mesh surface in an attempt to determine how long a person could wear the sock before a hole developed.

In 1992, the Special Collections and University Archives received a Title II-C grant from the U.S. Department of Education's Library Resources Program. The two-year grant project included provisions to hire an archivist and full-time archival assistant, to arrange and describe the records in three major series—technical, general, and administrative. The project consisted of the initial survey of CR records, refinement of the collection's original order consistent with established archival principles, the identification of series grouping, the description of those series, and additional research which was incorporated into the finished finding aid. The records, including photographic prints, packaging material, labels, and oversized materials, were placed in acid free-folders, protective sleeves and stored in appropriate document cases.

Nearly 120 series descriptions were placed in the international bibliographic utilities, Research Libraries Information Network (RLIN) and the Online Catalog Library Consortium (OCLC), as a result of the project. In addition, a 900 page finding aid, *A Guide to the Records of Consumers' Research, Inc.*, was prepared for users of the collection. The guide consists of: the history of CR, the scope and content of the records, biographies of important officers and leaders of the consumer movement, a product and subject index, bibliography, series descriptions, and a folder-level listing of the contents of the collection. This guide is available in hard copy, on computer disk, the Rutgers University Library Catalog and the Internet's World Wide

Web service. An abridged guide (163 pages) has also been printed which includes the series descriptions. To celebrate the completion of the CR project, an exhibit, "Buyer Beware! Consumers Research and the Consumer Movement, 1926-1980," was mounted in January 1995 in the Special Collections and University Archives Gallery with an accompanying catalog. Part of the exhibit was later on display at Consumers Union headquarters in Yonkers, NY.

Research Potential

The massive archives of the Consumers' Research, dating from 1910 to 1983, consist of 900 cubic feet of records documenting the evolution of the first consumer testing and rating organization in the world and present the organization's effort in shaping the consumer movement. Its contents are so rich that it offers a wealth of data to researchers in such academic disciplines as social, economic and labor history, political science, engineering, anthropology, sociology, museum and material culture studies, home economics, and media studies.

Few collections possess such diverse material culture and ephemera (packaging, wrappers, catalogs, and advertisements) relating to product-design and testing, marketing and advertising, and objective and often critical testing data. The collection is unique because the records relating to early consumer product testing were not saved by other consumer organizations.

The collection reveals the marketing, evolution and reliability of thousands of products from refrigerators and stoves to ballpoint pens and lipstick. Scattered throughout the collection are actual samples of the products tested including nylons; a prototype disposable diaper from the 1940s; cold permanent wave hair care kits; a package containing "Sanit" toothpaste (manufactured in the Soviet Union during the 1930s); and high gloss lipstick from 1950.

Cultural historians specializing in the field of consumerism will gain valuable insight from analyzing the historical evolution of commercial products, packaging design, and corporate and advertising iconography in the U.S. Researchers will also find a wealth of information on what Americans wanted to buy; what they believed they were getting for their dollar; how their lives were changed by such products; and ultimately how these products enhanced the concept of the "American Dream."

Equally important is documentary evidence tracing the mass marketing of consumer goods. A sampling of the collection's market-oriented material includes a 1948 ad for Jockey brand underwear with the slogan "Men-Here's Social Security;" a Royal Imitation Strawberry Flavor box which included a collector's card of actor William Holden on the back; and a 1950 Camay soap advertisement which proclaimed the product was "Mild as Moonlight

for a Lovelier You.” There is also a 1952 booklet illustrated by Dr. Suess entitled, *What Is a Wild Tone*, which advertised a stereo speaker system.

This collection provides additional insight on the early consumer movement in the United States. Though CR was a pioneer in consumer testing, it was also interested in such broader consumer issues as: the co-operative movement; the economics of consumption; consumer education; truth in advertising, consumer’s health and safety standards; protection against rackets and fraud; governmental regulation of consumer affairs; the rise in prominence of Consumers Union and the activities of pseudo consumer agencies. Files on consumer protection concerns of the federal government and states are included. There are extensive files relating to the history of product labeling; pure food and drug legislation in the 1930s; the role of the New Deal and the NRA in promoting consumer affairs; and the enactment of fair packaging guidelines in the 1960s. Other specialized primary sources include: the impact of gender-specific advertising in mass marketing; women and the early consumer movement; foreign consumer organizations; leftist ideology in the 1920s and 1930s; and the role of popular consumer magazines in the U.S.

Finally, few archival collections document so thoroughly the ideological transformation of a private enterprise and the political eccentricities of its leaders. Following a bitter strike in 1935, Frederick J. Schlink switched from a leftist or nearly Marxist view of capitalism to an intensely conservative and anti-communist political agenda. Schlink and other CR associates (principally J.B. Matthews, who served as a special counsel to the House Committee on Un-American Activities) became enthusiastic participants in the government’s and their own anti-communist crusade against suspected communist-infiltrated institutions during the 1940s and 1950s.

Description of the CR Archives

The CR Archives consists of 882 cubic feet of records organized in three sequences: Administrative Files (115 cu. ft.), General Files (425 cu. ft.), and Technical Files (342 cu. ft.). The Administrative Files chiefly document the administrative affairs and operations of CR, its institutional history and organizational objectives, and the circulation of CR publications. Also included are manuscripts of books and speeches written by Schlink and other CR board members. The General Files, consisting of extensive subject files, cover such topics as: food, food adulteration, cosmetics, medicine, tobacco, politics (including anti-communism), wartime rationing, merchandise marketing, government and the consumer, Consumers Union, the CR strike, Food & Drug Administration legislation, and a variety of general consumer issues. The Technical Files contain extensive records and data compiled by CR while testing and rating products. Items include product information, product photographs, test reports and results,

advertisements, a variety of packaging containers, wrappers, can labels, and a few actual products.

CR Administrative Files

The Administrative Files (1917-1983) contain 15 series documenting the operations, publications, and activities of CR. These records were used to track CR personnel, subscribers, magazine circulation figures, financial and legal matters, policies, publicity and promotions, and the history of the organization. This sequence includes: correspondence, magazine and newspaper clippings, slide show scripts and slides, college theses, audit statements and voucher receipts, legal briefs, photographs of CR's buildings and grounds, board meeting minutes, personnel files, personnel procedures, book manuscripts, book reviews, speeches and writings of F.J. Schlink, CR publications, reprints, magazine sources, subscription promotion scrapbooks, and routine office memoranda.

Topics include: assistance and outreach to government, business, and other groups; consumer education; the financial status of CR and its predecessor, the Consumers Club; rival consumer organizations; attacks on CR; business pressure on CR; the history of CR and the Consumers Club; honesty, philosophy, and ethical aims of CR; litigation (including the non-payment of unemployment compensation to its employees) involving CR; Consumers' Research office site and complex; CR policies regarding product testing, errors, subscriptions, and ethical concerns; and the personnel files of F.J. Schlink, J.B. Matthews, Stuart Chase, Arthur Kallet and other CR board and staff members.

The Administrative Files contain several CR publications which trace the evolution of 20th century consumer books, manuals, and periodicals. They include CR guinea pig books (*Your Money's Worth*, *100,000,000 Guinea Pigs*, and *Skin Deep*), *Consumers' Research Bulletin*, and successor publications. There is also much material relating to publication production; membership rules; circulation data; subscriber concerns and suggestions; and advertising and publicity including the reactions of publishers and advertising firms to CR (*Time Magazine* refused to accept advertisements from CR in the 1930's).

Of particular note is the "Influence, Philosophy, and History" series which documents the impact of CR's influence on consumer economics. It focuses on the organization's philosophy and functions, its history, and attacks against CR and similar consumer agencies. The series highlights CR's reaction to attacks by outside critics (including Frank Dalton O'Sullivan's hysterical diatribe against Schlink and CR entitled, *Poison Pen of Jersey*), advertising agencies, and patent medicine manufacturers.²⁰ It includes CR's efforts to defend itself against what it perceived as misrepresentations of its activities. Other topics include the early financing,

membership drives, and efforts to establish reputable rating standards for the Consumers' Club. Also included are notes for M.C. Phillips' projected history of Consumers' Research. Schlink and CR also maintained files pertaining to the influence of CR on consumer education, legislation, subscribers, and manufacturers.

The CR Administrative Files contain Schlink's speeches, writings, and other records (correspondence, press clippings, radio talks, course preparations, and conference papers) which trace his activities prior to and while he worked for CR. He wrote articles for such publications as the *New Republic* and *The Nation*, and contributed technical pieces to professional journals. Subjects include: CR activities, the American Standards Association (later the American National Standards Institute), product testing, packaging, standards in library technology, food, appliance testing, business, education, communist infiltration (1940), and the impact of the New Deal and National Recovery Act upon the American consumer. Schlink's early writings cover such topics as office management, product standards and specifications, mechanical measurement, consumer purchasing, and articles related to the book, *Your Money's Worth*.

CR General Files

The General Files (1910-1980) consist of 30 series and include subject files in the following categories: politics, government, consumer issues, economics, labor, the consumer during World War II, and food and medicine. Material within the CR General Files chronicles organizations, products, and movements of interest to CR and served as research and reference file for Schlink and other CR personnel. CR tracked the activities of many consumer, governmental, and political organizations. Because much of the content is far-reaching in scope, it is possible to explore many subjects beyond the range of consumerism. A sampling of topics include: consumption economics, consumer cooperatives, Consumer Union's personnel, CR's allegations that CU staff had ties to communism, education and universities, the NRA and the New Deal, and the impact of World War II defense mobilization programs upon American consumers. The Government War Preparation Files document consumer shortages and rationing, price controls, and CR's criticism of the Office of Price Administration, consumer strikes, administrative mismanagement and overproduction, and post-war reconversion issues. The General Files also include printed literature, publications (scholarly and technical), project files, correspondence, drafts of articles and letters, and consumer and political newsletters and periodicals.

Large segments of the CR General Files contain records on actual product testing, particularly the food and cosmetics series that complement the product testing files of the Technical Files sequence. Products as

diverse as cigarettes, toothbrushes, canned and prepared foods, and cosmetics were tested and rated. Health and safety issues were also addressed in the files on medicine and health, poisons and poisoning, and the hazards of tobacco and smoking, agriculture and insecticides.

CR's politics also dominate the General Files. The organization's tenacity in gathering resource material on every subject related to consumerism was equally matched by its documentation of the perceived communist threat to American institutions. This anti-communist zeal intensified following the 1935 strike and CR's ideological shift. An examination of CR's own strike files are crucial to understanding the organization's subsequent political leanings. There are files on lobbying activities, liberalism, socialism, fascism, communism, HUAC, and leftist and anti-communist publications. Schlink's and Matthews' collaboration with government sanctioned anti-communist campaigns is well-documented. Included are the files they generated on suspected communist front organizations and fellow-travelers.

The peculiar subject and file folder titles used by CR constitute one of the novelties of the collection. These headings have been retained to reflect the organization's ingrained cynicism toward business, government, and rival consumer organizations. Examples include the following file headings: "Near or Pseudo Consumer Organizations;" "Portents of the Next Depression;" "Government Stupidity, Ignorance, & Inefficiency (Gobble-dyook);" "Off the Communist Bandwagon;" "Science as Super Salesman & the Handyman of Business," "Moral Degradation of the Public;" and "Contradiction of Policies, Absurdities, Curiosities, Irregularities & Pig-headedness;" and "Inefficiency and Delay due to Red Tape and Wantonness in Expenditure."

CR Technical Files

The Technical Files (1914-1983) contain 66 series documenting the research and testing of consumer products by CR between 1930 and 1981. This sequence contains many of the laboratory notebooks which CR employees used to substantiate testing procedures and results. After testing products, CR reported the results to subscribers in *Consumers' Research Bulletin*, *Consumers' Research Magazine*, and other consumer-oriented publications. The nature of the CR Technical Files allows research to be conducted on two levels. First, the product tested can be seen from the manufacturer's perspective: how the company wanted the product portrayed to the consumer via advertising, product information, and packaging. Secondly, the results of CR's testing show the product in a more critical light. In addition, the material culture in the collection includes advertising displays, automobile catalogs, soap wrappers, product boxes and can labels and other iconographic materials.

The collection contains a wide range of testing and product information. Example of these products include appliances and kitchen equipment, automobiles, clothing, hair and skin care, home construction and maintenance, home electronics, home furnishings, household cleaning, lawn maintenance and tools, office supplies, photography, and science and engineering. Within each of the above groupings, CR maintained files on specific products and product lines. For example the automobile section consists of dealer catalogs, test results for foreign and domestic cars, and car accessories between 1930 and 1980. The appliance and kitchen equipment section covers such items as ovens, refrigerators, toasters, blenders, pressure cookers, and other products.

CR's files on testing machinery and testing agencies and consultants were maintained as a series within the science and engineering section. The series documents CR's use of testing machinery, operations of laboratory equipment, and testing procedures. It includes correspondence, technical pamphlets, notes, photographs of machinery, and testing and equipment manuals. CR created tests to gauge product durability by using tensile tests, compression tests, bending tests, torsion tests, shearing tests, hardness tests, fatigue tests, impact tests and abrasion tests. The laboratory equipment instruction booklets contain information on the measurement of geometrical and mechanical magnitudes, mechanics of fluids, sound optics, atomic physics, fire detection equipment, technological testing, electrical measurement, electrical engineering, and radio and television power supplies.

NOTES

1. Stuart Chase and F.J. Schlink, *Your Money's Worth* (New York: The MacMillan Company, 1927).
2. *Consumers' Club Commodity List*, 27 October, 1927. White Plains, NY.
3. Board of Directors meeting minutes, 5 & 14 December, 1932. CR box 41.
4. Arthur Kallet and F.J. Schlink, *100,000,000 Guinea Pigs—Dangers in Everyday Food, Drugs and Cosmetics* (New York: Vanguard Press, 1932).
5. CR General Files: Government—Food & Drug Administration Laws & Legislation. CR Boxes 349-365.
6. M.C. Phillips, *Skin Deep—The Truth About Beauty Aids—Safe and Harmful* (New York: Vanguard Press, 1934).
7. J.B. Matthews and R.E. Shallcross, *Partners in Plunder* (New York: Covvci Freide, 1935); J.B. Matthews, *Guinea Pigs No More*, (New York: Covvci Freide, 1936).
8. F.J. Schlink, *Eat, Drink and Be Wary* (New York: Covvci Freide, 1935); M.C. Phillips and F.J. Schlink, *Discovering Consumers* (John Day Pamphlet # 43, New York: The John Day Company, 1934).
9. Arthur Kallet, *Counterfeit*, (New York: Vanguard Press, 1935).
10. Board of Director meeting minutes, 2 May, 1935. CR box 41.
11. See CR General Files: Labor—Consumers' Research Strike Records. CR boxes 418-426. Also see CR Administrative Files: Board of Directors Meeting Minutes. Boxes 41-43. Also see CR General Files: Consumers Union personnel records. CR boxes 195-210.
12. See CR General Files: Politics—Left-wing Infiltration. CR boxes 510-523.
13. See CR General Files: Politics—Anti-Communism & Other Political Movements. CR boxes 493-509. Also CR General Files: Consumerism—Consumers Union. CR boxes 195-210.
14. See Technical Files especially Laboratory Notebooks (CR boxes 780-784) and Testing

- Agencies and Consultants (CR boxes 873-879).
15. F.J. Schlink and M.C. Phillips, *Meat Three Times A Day* (New York: Richard R. Smith, 1946); M.C. Phillips, *More Than Skin Deep* (New York: Richard R. Smith, 1948).
 16. See CR Administrative Files: Board of Director's meeting minutes, 1974. CR box 42.
 17. "Statement of Circulation," *Consumers' Research Magazine*, November 1994.
 18. "F.J. Schlink, Consumer Advocate," *Star-Ledger* (Newark, NJ), January 16, 1995.
 19. See CR Administrative Files—Consumer Education. CR boxes 9-16.
 20. Frank Dalton O'Sullivan, *The Poison Pen of Jersey* (Chicago: The O'Sullivan Publishing House, 1936).