

**Series 3: Nancy Harvey Steorts & Associates Series, 1963-1981; bulk 1973-1981**

6.75 cubic feet consisting of 153 folders.

The Nancy Harvey Steorts & Associates Series consists of addresses, agendas, articles, clippings, correspondence, memoranda, newsletters, notes, pamphlets, press releases, programs, reports, speeches, statements, and testimonies.

Materials in this series cover the period 1963-1981. The bulk of the materials dates from 1973 to 1981 and documents the consumer affairs consulting firm she formed in the Washington, D.C. area after leaving the U.S. Department of Agriculture in February 1977.

The series is arranged alphabetically by folder title and chronologically within each folder.

Correspondence relating to Nancy Harvey Steorts' search for positions in the private and government sectors, especially that relating to her quest to be a Commissioner of the U.S. Consumer Product Safety Commission, are filed in this series. In addition, there are letters pertaining to speaking engagements with organizations such as the American Program Bureau, Inc., the International Platform Association, and the Society of Flavor Chemists, Inc.; congratulatory and appreciation letters; and several letters which deal with Steorts testifying before the Subcommittee on Domestic Marketing, Consumer Relations, and Nutrition of the Committee on Agriculture in regard to nutrition education. The series also contains speech background materials which include copies of addresses, speeches, statements and testimonies given by various individuals, as well as clippings, newsletters and notes

There are files relating to dietary guidelines which contain clippings, correspondence, memoranda, reports, speeches and statements, newsletters, as well as a few letters and pamphlets, notes, and a U.S.D.A. press release. A number of the statements relate to a hearing held by the Subcommittee on Health and Scientific Research of the U.S. Senate Committee on Labor and Human Resources on February 20, 1980. Related materials on nutrition education and food labeling include statements and testimonies given by Steorts and other individuals before the Subcommittee on Domestic Marketing, Consumer Relations, and Nutrition of the U.S. House Committee on Agriculture, the Food and Drug Administration, the U.S. Department of Agriculture, and the Federal Trade Commission on September 27-29, 1978.

Procter & Gamble was one of Steorts' clients, so there are materials relating to the centennial of Procter & Gamble's Ivory Soap filed in the series. Steorts did a market-by-market tour of the country to advertise their product. The files contain correspondence, clippings, tour schedules, information bulletins and fact sheets about the history of Ivory Soap. There are also booklets on marketing and twenty-seven photographs of different commercial advertisements of Ivory Soap throughout its history. In addition, there is a press kit which contains Steorts' agenda, tour schedule and notes.

Finally, information concerning saccharin can be found in this series. The files contain statements given by Steorts and other individuals before the Subcommittee on Health and the Environment of the U.S. House Committee on Interstate and Foreign Commerce on March 21, 1977, and the U.S. Department of Health, Education and Welfare, Food Drug Administration, on May 18-19, 1977.

In addition, there are articles, clippings, newsletters and notes, as well as press releases by the U.S. Department of Health, Education and Welfare and the U.S. Department of Agriculture and two reports by the American Enterprise Institute for Public Policy Research.

This series is indexed under the following terms in the University Libraries' online catalog. Researchers desiring materials about related topics, persons or places should search the catalog using these headings.

Subjects:

Advertising–Soap–United States–History  
Businesswomen–United States  
Food–Labeling–Law and legislation–United States  
Food–Labeling–United States  
Nancy Harvey Steorts International  
Nutrition–Law and legislation–United States  
Procter and Gamble Company  
Procter and Gamble Company–History  
Saccharin  
Saccharin–Law and legislation–United States  
Soap trade–United States–History  
Women–Employment–United States  
Women-owned business enterprises–United States

Form/genre:

Speeches

MSS 123, NANCY HARVEY STEORTS PAPERS, NANCY HARVEY STEORTS & ASSOCIATES (1971-1981), SERIES 3, CONTAINER LIST

| <u>Box</u> | <u>Folder</u>  | <u>Title</u>  |
|------------|--|---|
| 1          | 1  | AAMCO Transmissions, Inc. – 1973, 1977-1978   |
|            | 2  | Agricultural Council of California – 1979-1980  |
|            | 3  | Airline Passengers – 1977-1979  |
|            | 4  | [ <i>An Analysis of the Content and Readability of Nutrition Publications</i> , Virginia Polytechnic Institute and State University] – [c. 1977]  |
|            | 5  | Anheuser-Busch, Inc. – 1977-1978  |
|            | 6  | Answers to Letters: Headhunters – 1978  |
|            | 7  | Appointment Book – 1980   |
|            | 8  | Appointment Books – 1979  |
|            | 9  | [ASTM Committee F-15 and Consumer Products: Member Information Packet] – 1981   |
|            | 10   | Byington Meeting – 1977   |
|            | 11   | [“Can Diseases of Overconsumption be Prevented by Dietary Changes? A Critique of Evidence” Symposium, American Society for Clinical Nutrition] – 1979   |
| 2          | 12   | [Celebrating 100 Years Ivory Soap as America’s Favorite Press Kit], Part I – 1979   |
|            | 1  | Part II – 1979  |
|            | 2  | [Complaint Handling] – 1978   |
|            | 3  | [Conference on Nutrition and the American Food System: A New Focus, Washington, D.C.] – 1977  |
|            |  | [Conference on Nutrition and the American Food System, Washington, D.C.]  |
|            | 4  | Part I – 1978   |
|            | 5  | Part II – 1978  |
|            | 6  | Consumer Comments for Articles – 1976-1977  |
|            | 7  | Consumer Editor for Television – 1977-1978  |
|            | 8  | [Consumer Assembly ’80, Consumer Federation of America, Washington, D.C.] – 1980  |
|            | 9  | [Consumer Product Safety Commission, Appointment for Commissioner of the] – 1979-1980   |
| 10         | Consumer Protection Legislation – 1977               |   |
| 11         | [Consumerism and Federal Regulation Articles] – 1979 |   |
| 3          | 1  | [ <i>Consumerism at the Crossroads: A National Opinion Research Survey of Public, Activist, Business and Regulator Attitudes Toward the Consumer Movement, Sentry Insurance</i> ] – [c. 1977] |
|            |  | Corporate Contacts  |
|            | 2  | 1977  |
|            | 3  | Follow-ups – 1977   |
|            | 4  | [Corporate Shadow Boards] – 1980  |
|            |  | [Correspondence]  |
|            | 5  | January-October 1977  |
|            | 6  | November-December 1977  |

MSS 123, NANCY HARVEY STEORTS PAPERS, NANCY HARVEY STEORTS & ASSOCIATES (1971-1981), SERIES 3, CONTAINER LIST

| <u>Box</u> | <u>Folder</u> | <u>Title</u>  |
|------------|---------------|---|
|            |               | [Correspondence]  |
| 3          | 6             | January-March 1978  |
|            | 7             | April 1978-December 1979  |
|            | 8             | January 1980-February 1981  |
| 4          | 1             | [Customer Confidence Conference II, Washington, D.C.] – 1977                              |
|            | 2             | Del Monte – 1977-1978   |
|            | 3             | [Departments and Bureaus of the United States Government] – 1977                          |
|            | 4             | Des Moines Register – 1976  |
|            |               | Dietary Guidelines  |
|            | 5             | January-July 1978   |
|            | 6             | November 1978-August 1979   |
|            | 7             | October-December 1979   |
|            | 8             | [c. 1979]-1980  |
|            | 9             | [Directory of the Federal, State and Local Government Consumer Offices] – 1977            |
|            | 10            | Economic Research Service Survey – 1976-1977  |
|            | 11            | Energy – 1976-1977  |
|            |               | Expenses  |
|            | 12            | Procter and Gamble Tour – 1979  |
| 5          | 1             | Successful Woman Inc. – 1979  |
|            | 2             | [Focus on Food: A Seminar, Lansing, Michigan] – 1977                                      |
|            |               | Food and Drug Administration (FDA)  |
|            | 3             | Consumer Meetings – 1978  |
|            | 4             | [Consumer Representative Ad Hoc Meeting (March 2, 1977)] – 1977                           |
|            |               | Food Labeling Hearings –  |
|            | 5             | January-September 1978  |
|            | 6             | October 1978-January 1979   |
|            | 7             | [Background Information] – 1963, 1974, 1976-[c. 1978]                                     |
|            | 8             | Food and Drug Administration (FDA) Proposal. Food Nomenclature Public Policy Forum – 1978 |
|            | 9             | [Food for Health] – 1978  |
|            |               | Food Marketing Institute  |
|            | 10            | 1977  |
|            | 11            | [Super Market Industry Convention and Educational Exposition, Dallas, Texas] – 1977       |
|            | 12            | [Food Safety and Quality Service Facts] – 1978  |
|            | 13            | Food Safety Project – 1980  |
| 6          | 1             | [Foreign Direct Investment in the United States] – 1980                                   |
|            | 2             | [Foreman, Carol Tucker] – 1977  |

MSS 123, NANCY HARVEY STEORTS PAPERS, NANCY HARVEY STEORTS & ASSOCIATES (1971-1981), SERIES 3, CONTAINER LIST

| <u>Box</u> | <u>Folder</u> | <u>Title</u>   |
|------------|---------------|--|
|            |               | [General Mills]  |
|            |               | [American Family Forum]  |
| 6          | 3             | [New Directions for Family Health] – 1980  |
|            | 4             | [Parenting–The Crucial Years] – 1980   |
|            | 5             | [Consumer Food Education–The Message and the Media] – 1977   |
|            | 6             | [Ginter Park Women’s Club, Richmond, Virginia] – 1976-1979   |
|            | 7             | Government Contracts – 1980  |
|            | 8             | Grocery Manufacturers of America (GMA) Meeting, Atlanta, Georgia – [c. 1977]   |
|            |               | [Hearings on Hazards Posed by “Old Technology” Aluminum Wiring Systems]  |
|            | 9             | 1978   |
|            | 10            | 1978   |
|            |               | [Hearings on the National Consumer Nutrition Information Act of 1978],   |
|            | 11            | 1978   |
| 7          | 1             | 1978   |
|            | 2             | [Home Economics Research Assessment Planning Projections (HERAPP)] – 1977  |
|            | 3             | Hunt-Wesson Foods, Inc. – 1978   |
|            | 4             | [Imitation Foods] – 1978   |
|            | 5             | [International Platform Association Convention, Washington, D.C.] – 1977   |
|            | 6             | Issues – 1977-1978   |
|            | 7             | [Jean Judge Associates, Inc.] – 1979   |
|            |               | Job Search: Outgoing Mail  |
|            | 8             | August 1-October 9, 1978   |
|            | 9             | October 23, 1978-February 9, 1979  |
|            | 10            | Letter Sent with Brochure – 1977-1978  |
|            | 11            | Materials for California Speech – 1979-1980  |
|            |               | McDonald’s Corporation   |
| 8          | 1             | 1975   |
|            | 2             | 1977   |
|            | 3             | 1978-1979  |
|            | 4             | 1979   |
|            | 5             | McGovern Hearings on Nutrition Labeling and Information – 1978   |
|            | 6             | McManus Associates: [Prototype Workshop Model to Educate Consumers as Advisors to the Food and Drug Administration] – 1977 |
|            | 7             | Meat and Poultry Inspection – 1976-1977  |
|            |               | [Media Spokesperson on General Closures for the Closure Committee of the Glass Packaging Institute]                        |
|            | 8             | 1978   |
| 9          | 1             | 1979   |

MSS 123, NANCY HARVEY STEORTS PAPERS, NANCY HARVEY STEORTS & ASSOCIATES (1971-1981), SERIES 3, CONTAINER LIST

| <u>Box</u> | <u>Folder</u> | <u>Title</u>   |
|------------|---------------|--|
| 9          | 2             | Mid-America Dairy Milk Producers – 1977<br>[Nancy Harvey Steorts. Speeches and Statements]                       |
|            | 3             | 1977-1978  |
|            | 4             | 1979-1980  |
|            | 5             | [National Broiler Council Conference, Washington, D.C.] – 1977   |
|            | 6             | National Consumer Nutrition Information Act of 1978 (H.R. 11761) –<br>1978                                       |
|            | 7             | National Restaurant Association – 1977-1978  |
|            | 8             | National Science Foundation – 1977   |
|            | 9             | [National Symposium on Chronic Hazards] – 1977   |
|            | 10            | [New Food Marketing Technologies: Opportunities for Assessment,<br>The Office of Technology Assessment] – 1978   |
|            | 10            | 1  |
| 2          |               | Nutrition – 1971, 1978<br>[Nutrition Education]  |
| 3          |               | 1973-1977<br>[Hearings]  |
| 4          |               | February-September 22, 1977  |
| 5          |               | September 27-October 17, 1977  |
| 6          |               | [c. 1977]  |
| 7          |               | 1978   |
| 8          |               | [Nutrition in the News: A Communications Workshop] – 1972-[c. 1977]  |
| 9          |               | Nutrition: Updates – 1978-1979   |
| 11         | 1             | Pillsbury Company – 1976-1978  |
|            | 2             | [President Jimmy Carter’s Executive Order on Coordination of Federal<br>Consumer Programs] – 1977-1980           |
|            | 3             | [ <i>Principles and Processes for Making Food Safety Decisions</i> ] – 1979                                      |
|            | 4             | Procter & Gamble Company – 1977-1978<br>Procter & Gamble [Ivory Soap Centennial] Tour                            |
|            | 5             | 1978-April 1979  |
|            | 6             | June 1979-April 1980   |
|            | 7             | [Commercial Advertisements about Ivory Soap] – 1979  |
|            | 8             | [Schedules] – 1979   |
|            | 9             | [Proposed Legislation (S. 1262 and H.R. 6118) to Create a New Federal<br>Consumer Protection Agency] – 1977-1978 |
|            | 10            | [ <i>Public Involvement: Old Problems and New Ideas</i> ] – [c. 1977]  |
| 12         | 1             | Quaker Nutrition Seminar – 1978-1979   |
|            | 2             | Quaker Oats Company – 1977-1979  |
|            | 3             | [Reciprocity in Foreign Investment Bill, H.R. 7791] – 1980   |
|            | 4             | [Red River Valley Sugarbeet Growers Association Annual Meeting,<br>Fargo, North Dakota] – 1977-1978              |
|            | 5             | Renshaw, Anne Mohnkern – 1977  |
|            | 6             | [“Republicans and Consumerism in the 1980’s”] – [c. 1979]  |

MSS 123, NANCY HARVEY STEORTS PAPERS, NANCY HARVEY STEORTS & ASSOCIATES (1971-1981), SERIES 3, CONTAINER LIST

| <u>Box</u> | <u>Folder</u> | <u>Title</u>  |
|------------|---------------|---|
|            |               | Saccharin   |
| 12         | 7             | March-April 15, 1977  |
|            | 8             | April 21-September 1977   |
|            | 9             | Hearings – 1977   |
| 13         | 1             | Safeway – 1977  |
|            | 2             | School Food Service Proposal – 1977   |
|            | 3             | Senate Agriculture Committee – 1979<br>Senate Hearings on Food Labeling                         |
|            | 4             | 1978  |
|            | 5             | 1979  |
|            | 6             | Small Business Administration – 1974-1977   |
|            | 7             | Speech Notes – 1976-1977<br>Speech/Tape Ideas   |
|            | 8             | 1976-1978   |
|            | 9             | [n.d.]<br>[Speeches and Statements by other Individuals]  |
| 14         | 1             | 1977-February 1978  |
|            | 2             | October 1978-1980<br>[Steorts' Notes]   |
|            | 3             | 1980  |
|            | 4             | 1980  |
|            | 5             | 1980  |
|            | 6             | [Third Annual Consumer Education “Catch-up” Conference, Office of Consumer Affairs] – 1977-1978 |
|            | 7             | Transportation Hearings [on Improving America’s Railway System] – 1977                          |
|            | 8             | Truth in Menus – 1978<br>United Fresh Fruit and Vegetable Association                           |
|            | 9             | 1977  |
|            | 10            | 1978<br>[Upholstered Furniture Flammability Briefing Package]                                   |
| 15         | 1             | Part I – 1979   |
|            | 2             | Part II – 1979  |
|            | 3             | U.S. Forrest Service – 1980   |
|            | 4             | Wade, Clint – 1977  |
|            | 5             | [Washington Conference on U.S.-Japan Agricultural Trade] – 1977                                 |
|            | 6             | Wells Fargo and Company – 1977-1978<br>[While You Were Out Messages] –                          |
|            | 7             | December 1980-January 1981  |
| 16         | 1             | January 1981  |
|            | 2             | White House Conference on Small Business – 1979-1980  |