

Dies Finds Reds Instigate U. S. Drive on Advertising

WASHINGTON, Dec. 10 (INS).—Communists, supported by Government officials, are working hand in hand through consumer organizations to destroy the American profit system, J. B. Matthews, director of research for the Dies Committee, charged in a report made public today.

The program to overthrow the American system of free enterprise and to destroy advertising, is being carried out through a far-flung system of Communist-supported, consumer organizations, Matthews, reported to the committee.

The consumer groups, some of which he called "transmission belts," Matthews said, have the active support of Donald Montgomery, consumers counsel of the Department of Agriculture. Referring to Montgomery's testimony before the Temporary National Economics Committee on consumer unions, Matthews said:

"Mr. Montgomery presented a group of witnesses, most of whom represented consumer organizations in the formation, of which Communists had played the leading role."

The Consumers Guide, published by the Consumers' Counsel, Department of Agriculture, has given "frequent and favorable publicity" to the Consumers National Federation, which Matthews branded as Communist.

One of 'Belts'

Matthews said that when Earl Browder, head of the Communist Party, appeared before the Dies Committee he named the Consumers National Federation one of the "transmission belts."

The "key to the program," Matthews said, "is to discredit advertising of reputable American firms and products through propaganda issued by the consumer organizations which is designed to make the American public dissatisfied with the profit system."

"The first of the Communist Party's consumer organizations, set up in 1935, was the League of Women Shoppers."

Matthews identified its active organizer, Susan Jenkins, as a Communist, and said the Communist Party "assigned one of its active members, Helen Kay, as the first secretary of the League for Women Shoppers, adding:

"She was assigned by the party to manage the affairs of the League of Women Shoppers in Hollywood."

Matthews testified Trumbull was "court-martialed and sen-

tenced in 1925 to 26 years as a Communist attempting to bore from within the United States Army."

Matthews charged Communists with seeking to destroy the capitalistic system, and to destroy modern advertising as a means of wrecking free enterprise in the United States. He said:

"Communists understand that advertising performs an indispensable function in a mass production economy, and that advertising as an economic process is as essential as railroads and retail outlets."

Attack by Reds

"Therefore, Communists believe that to sabotage and destroy advertising, and through its destruction to undermine and help destroy the capitalist system of free enterprise is a worthwhile revolutionary tactic."

The Committee on Un-American Activities is in possession of evidence which shows that a great part of the current popular and official attack upon advertising is the direct result of Communist propaganda in the field of consumer organizations, he added.

"This is borne out by the recent action of a Government official in the Department of Agriculture, who undertook an investigation of national advertising in Good Housekeeping Magazine. This investigation was carried out by WPA employes and paid for out of WPA funds. While there is no record of the findings of the investigation being used as a basis for action against the magazine, it may be assumed that such was the intention. This is evidenced by the close affiliation of the government official in question with the heads of the Consumers National Federation and Consumers Union."