

REPORT SHOWS RED ONSLAUGHT ON ADVERTISING

Consumer Groups Described by Dies Agent as Dummy Units for Communists.

ATTACKS ON AMERICAN WAYS

'Boring From Within' Is Called Attempt to Discredit Free Enterprise.

WASHINGTON, Dec. 11.—Official Washington was waiting today—and so were the wives of official Washington with their Christmas buying just getting under way—to see whether the Dies committee would make public information said to be in its files supporting the contention of J. B. Matthews, investigator for the committee, that many organizations supposed to guard consumers against exaggerated advertising claims in reality were being used by communists as part of a campaign to break down American industry.

Matthews made his charge yesterday in the form of a report to the committee. He named specifically the League of Women Shoppers, the Consumers Union, the Committee for Boycott Against Japanese Aggression, the Milk Consumers Protective Committee, the Consumer-Farmer Milk Co-operative and the New York Consumers Council.

Onslaught on Advertising.

Matthews at one time was head of Consumers Research, of which Consumers Union is an offshoot, and he spoke of the organizations he attacked as realizing that the power of advertising was an absolute essential if American production is to find the market necessary to keep the wheels turning. Thus, if faith in advertising can be broken, a vital cog in the machine has been smashed.

The manner in which these consumer organizations carry out this program, the report went on to explain, is to make use of real and fancied abuses encountered by consumers in their buying, building up these abuses until it seems that they are the result of deliberate fraud, then work the resultant distrust and ill will into the construction of a movement which "the party hopes to integrate with its own revolutionary program dictated from Moscow.

In furtherance of this ambition, Matthews wrote, the communists were not content to seize upon such faults as actually exist in the American system. To them they add their own inventions of false and non-existent evils, impute them to the capitalistic system, thus knock another chip out of the props under the country's economy.

Mrs. Roosevelt's Reaction.

Told of Mr. Matthews's findings, Mrs. Franklin D. Roosevelt said at her press conference today that such things did not require comment until they came up and actually were proven. She said that she had seen no evidence.

She said that she did not think that she belonged to any of the groups mentioned. She added that she thought she had belonged to the League of Women Shoppers, but did not think that she was a member now.

Representative Voorhis, Democrat, of California, a member of the Dies committee, accused his committee today of using "undemocratic" procedure in preparing and making public a report saying certain consumer groups were communist "transmission belts." Mr. Voorhis said that the report was "purely and simply the opinion" of Mr. Matthews.

"It was released to the press by a suddenly appointed one-man subcommittee before other members even knew such a report was in process of preparation," Mr. Voorhis declared. He added that "not a single hearing has been held on any of the matters" contained in the report and that none of the persons mentioned ever had been called to the stand.

"I believe the committee is put in a very difficult position by releasing a report which attempts to brand as communist intrigue protests against high milk prices, the teaching of young women to be wise buyers, or the efforts of consumers to secure the honesty in advertising which every reputable merchant and business man in America desires as much as the consumers do."

Reply to Matthews.

Mrs. Sophie Ames Boyer, president of the National League of Women Shoppers, replied today to the Matthews report with the counter-charge that her organization, despite several requests, has not been permitted to appear before the Dies committee and that the report itself was "ridiculously untrue and unsubstantiated." She further suggested that the committee check its charges with the accused organizations before making them public.

Arthur Kallet, director of Consumers' Union, also asserted the eagerness of his organization to be investigated, denied communist inspiration or connection and said: "We cannot believe that making comparative tests of consumer goods and reporting the test findings, which is the work we do, is in any way subversive or destructive."

Miss Susan Jenkins, named by Matthews, and a member of the executive committee of the Milk Consumers' Protective League, accused the research director of taking this opportunity to get back at old opponents and denied being a communist or fellow-traveler.

My Son
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