

Matthews made up his Report
then read it at a meeting in Sokolsky's house on Nov. 30
" Came a "meeting" of Dies Com.: (only Dies present) Dec. 3-
Then publication in papers of the "Report" on Dec. 10th.

" of Hearst's
" Good Housekeeping " -
was connected with
last advertising about
mgs, by Fed Trade
Commission

This shows bad faith
of Matthews
+ goes to his
credibility
& his freedom from
bias as "expert" on
Communism

IN RELEASING J. B. MATTHEWS'S "EXPOSE"
of the consumer movement, Martin Dies enabled his pet
investigator to fight a private feud on public time. But
that isn't the whole story of the disgraceful episode.

There is increasing evidence that in their foray against
honest and legitimate consumer groups Dies and Mat-
thews are acting as "transmission belts" for William
Randolph Hearst and a number of leading American
advertising and commercial interests. Last August the
Federal Trade Commission issued a thirteen-page com-
plaint against Mr. Hearst's *Good Housekeeping*. The
complaint charged that the *Good Housekeeping* "Insti-
tute," which places its seal of approval on advertisements
appearing in the magazine, is something less than scien-
tific. It enumerated a host of advertisements approved by
the institute which were a blend of half-truths and whole
lies. J. B. Matthews's report, issued while the FTC
hearings were in progress, specifically cited the prose-
cution of *Good Housekeeping* as part of the Commu-
nist attempt to undermine the sacred institution of ad-
vertising and thereby wreck the profit system. The Hearst
Daily Mirror boasted of its part in "helping Mr. Dies
to uncover communism" in the consumer movement. All
this is on the public record. Far more significant is the
charge made over the air by Drew Pearson and con-
firmed in *Space and Time*, a news letter for advertising
men, that on November 30 Richard Berlin, general man-
ager of Hearst publications, George Sokolsky, F. J.
Schlink, and representatives of two leading national ad-
vertisers, meeting privately, heard J. B. Matthews read
his report on consumer organization. They greeted it en-
thusiastically and Sokolsky outlined plans for promoting
the drive. Participants in the session emphasized that ad-
vertising interests should bring pressure on "recalcitrant"
sections of the press to insure sympathetic publicity for
the "expose." The subsequent press coverage of the re-
port is now history. Who owns Martin Dies?

Sokolsky
Schlink
Matthews
Berlin (S. H.)
+ 2 large
advertisers
met secretly