

News 12/10/35

## 'Consumer' Movement Revealed as Red Tactic

*Herewith, in summary, are the findings made in a special report which the Dies Committee has just issued dealing with Communist activity in the "consumer" movement.*

1—That Communists are using the movement for two immediate purposes:

First—As one of the numerous "transmission belts" by which Communism is "conveyed" to, and propagated among the non-Communist "masses;" and

Second—As a weapon for undermining free enterprise by attacking and seeking to "discredit" advertising, thereby indirectly destroying profits.

2—That this tactic is carried on by "Trojan Horse" methods in three ways:

First—By Communist "penetration" of existing "consumer" organizations, so as to influence their policies and actions;

Second—By establishing new organizations controlled from the beginning by avowed Communists and Communist "fellow travelers"; and

Third—By "federating" all "consumers" organizations into centralized group, giving Communists dominant but disguised influence over the entire "consumer" movement.

3—That certain Federal officials have cooperated with Communists in the undertaking, and that Federal employees and Federal funds have been used to this end.

A case cited is that of an "investigation" of Good House-keeping Magazine made by a Government official who is in "close affiliation" with the leaders of the two largest Communist-led "consumer" organizations.

4—That the "consumer" movement is one of the widely active "fronts" utilized by the Communists for the ultimate purpose of overthrowing the existing form of government and establishing a "Soviet America."

*The report was written by a recognized expert on both the "consumer" and Communist movements—Dr. J. B. Matthews, director of research for the Dies Committee, who as a former "fellow traveler" at one time headed a "consumer" organization in which he first cooperated with and then came into conflict with the Communists.*