

Red Control Of Consumer Units Bared

'Trojan Horse' Tactics Told

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 and publicity, thereby indirectly destroying profits and preventing the dissemination of useful information.

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 "consumer" organizations into a centralized group, giving Communists dominant but disguised influence over the entire "consumer" movement.

3—That certain Federal officials have co-operated with Communists in the undertaking, and that Federal employes and Federal funds have been used to this end.

A case cited is that of an "investigation of *Good Housekeeping* 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 co-operated with and then came into conflict with the Communists.

WASHINGTON, Dec. 11 (By International News Service).—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 said.

Charges Support By Montgomery

The consumer groups, some of which he called "transmission belts," Matthews reported to the

committee, have the active support of Donald Montgomery, consumers counsel of the Department of Agriculture. Referring to Montgomery's testimony before the temporary national economic 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."

Aim to Discredit Big Advertisers Thus Reds Hope to Spur Own Program of Revolution

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

Matthews pointed out that when Earl Browder, head of the Communist Party, appeared before the committee he named the Consumers' National Federation as 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 de-

signed to make the American public dissatisfied with the profit system.

Advertising Plays Important Role

"Communists understand that advertising performs an indispensable function in a mass production economy," Matthews said, "and that advertising is an economic process, wholly apart from questions which have to do with good or bad advertising copy, is as essential a part of

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