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The Dies Committee— 'Listen to It Fizz!'

IF YOU'VE ever cursed softly (or loudly) as the announcer said: "Listen to it fizz!"—then you're a Communist, who has been "inspired by Moscow" in a "plot against capitalism," and the Dies Committee can prove it.

If you've ever hung over a radio and even mentally protested at the interruption—"Back in a flash!"—while something in the nature of rose water and glycerine, except at 10 times the cost, is touted as the realization of a maiden's dream of "lovely hands," and its "vitamin content" is boasted of as insuring you "skin vitality," then you're on one of those "transmission belts" made in Moscow, and the Dies Committee can prove it.

Certainly, anyone who wants better milk, and at cheaper price than Borden's milk trust decrees, and who organizes milk consumers to get it, is a "tool of Stalin." The Dies Committee says so. If you should happen to be around when any hysterical stanger beefs about what something costs—call the cops! The mysterious stranger is undoubtedly the "agent of a foreign power" listed in the Dies Committee as a "dangerous Soviet agent."

All those innocuous organizations subscribed to by teachers and doctors and other professional people who want to get the most for their money, and which advise their members that Jergen's Lotion's "vitamins" is a fraud (Walter Winchell who gabbles over the air for it, is also a fraud), or that A's radio at \$60 is a better buy than B's radio for \$75, regardless of B's advertising prominence; or that, regardless of the newspaper ads or the billboards, cigarettes are not an aid to "slenderness" nor whiskey a specific for liver trouble—all these consumer organizations are "un-American and Communist controlled," and the Dies Committee can prove it.

The Dies Committee, having laid Shirley Temple aside for economics, has decided that "advertising performs an indispensable function in a mass production economy," and that, therefore, Communists, who are wily devils, by "undermining advertising help destroy the capitalist system of free enterprise." So there!

Repeat that—"free enterprise." Under what there is left of "free enterprise," no firm, however good its product, can sell it in competition with a poorer product that is heavily backed by big advertising funds, which are possessed only by monopolies. Consumers' organizations, by calling attention to the better product at the same or less price, aid "free enterprise" as against monopoly, though it hardly "destroys capitalism," for what is taken from one capitalist is given to another.

But it does help the discriminating professional and middle class people who go in for such consumer organizations more than do others, to redeem their income standard from monopoly robbery. The Dies Committee is going to frighten them out of that! . . . Listen to 'em fizz!