

*"Only the Coward fawns on those he fears"*

# THE LANCE

A national magazine that pricks the bubble of alleged reform organizations whose managers and agents live and thrive on public subscriptions

Published Monthly by

THE BUSINESS MEN'S PROTECTIVE LEAGUE

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## BUREAUS CANNOT DODGE TAXES

*BBB Efforts to Avoid Paying for Social Security Balked by  
the U. S. Supreme Court*

When an organization such as the misnamed Better Business Bureau pretends to be operated in the public interest and wears a mask of good citizenship, it should at least pay its taxes, especially its just share of the Social Security tax, without giving any trouble to the government collectors.

But that involves the expenditure of money and reduction of receipts from membership fees and subscriptions; and "better business" Bureaus like to confine their cash-book entries to the recording of receipts. Expenditures for salaries, high and low, must inevitably be made; but the idea of helping to secure social security for their office assistants, "investigators," spies, and snoopers, is repugnant to most Bureau managers, in whom the milk of human kindness is conspicuous by its absence.

### Immune From Income Tax

By a loosely-construed amendment to the Internal Revenue Code, the Bureaus secured exemption from payment of income tax, thereby setting themselves apart from the obligations of good citizenship; and that exemption would also apply to social-security taxes for employees receiving no more than \$45. in a calendar quarter. But, as the Supreme Court has said, with more than a touch of sarcasm, "No contention has been made that any of petitioner's (BBB) employees are within the low-paid category."

So, by 1941, the Bureaus became

tired of paying the small social-security taxes, and filed claims for refunds, which were disallowed. Then, still determined to get their money back, they took their tax-paying grievance to the Federal courts, filing suits against the United States government — not for the first time — in several States. The leading case was that of the Better Business Bureau of Washington, D. C., vs United States of America, which proved to be a Waterloo for the Bureau. That case set a precedent, under which all similar Bureau suits were promptly withdrawn, when, on appeal, the Supreme Court rejected an appeal from a lower court, and took occasion to strip the Better Business Bureau system of all pretensions to be an educational institution or exempt from social-security taxes.

### Course of the Case

The Washington Bureau suit for refund of taxes paid, was first heard in the District Court of the District of Columbia, which granted a motion for summary judgment for the United States. Then the United States Court of Appeals affirmed the judgment of the District Court, and the case was taken on appeal to the Supreme Court of the United States, which rendered its decision, November 13, 1945, Mr. Justice Murphy delivering the opinion of the Court. As THE LANCE has already reported, the judgment of the court below was *affirmed*, and the Bureau

claims for exemption from payment of the social-security tax were knocked higher than a kite.

The wording of Mr. Justice Murphy's opinion, reflecting the opinion of the Court, is well worth recalling, if only to show how the astute judges of our Supreme bench were able to see through some of the baseless pretensions of the BBB system and to appreciate its misleading name at its true worthlessness. May the day soon come when the whole mask of pretense and hypocrisy will be torn from the BBB racket by the same Court or by Congress! And, by way of a starter, THE LANCE is able to announce that definite steps may soon be taken to strip the Bureaus of their fortuitous exemption from the income tax.

### Not Scientific or Educational

"Petitioner claims," said the Supreme Court, "that it qualifies as a corporation organized and operated exclusively for . . . scientific . . . or educational purposes, no part of the net earnings of which inures to the benefit of any private shareholder or individual," within the meaning of Section 811 (b) (8) of the Social Security Act, and hence is exempt from the payment of social-security taxes." However, said Mr. Justice Murphy, "no serious assertion is made that petitioner is devoted exclusively to scientific purposes," and that

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## Bureaus Cannot Dodge Taxes —

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caustic remark disposed effectively of the "scientific" pretense.

"The basic contention," he continued, "is that all of its (the BBB) purposes and activities are directed toward the education of business men and the general public. Merchants are taught to conduct their businesses honestly, while consumers are taught to avoid being victimized and to purchase goods intelligently. *We (the Supreme Court) join with the courts below in rejecting this contention.*"

## No Ground for Exemption

The BBB lawyers had urged that a liberal construction should be applied to an exemption from taxation under the Social Security Act in favor of "religious, charitable, and educational institutions." But, said the Supreme Court, "it is unnecessary to decide that issue here. Even the most liberal of constructions does not mean that statutory words and phrases are to be given unusual or tortured meanings, unjustified by legislative intent, or that express limitations on such an exemption are to be ignored. Petitioner's contention, however, demands precisely that type of statutory treatment. *Hence it cannot prevail.*"

Thus the Bureau's desire to be classed with the Salvation Army, the Y.M.C.A., and the Y.W.C.A., for purposes of tax exemption, was defeated by a few words of judicial common-sense.

Further, said the Supreme Court, in order to fall within the claimed exemption, an organization must be devoted to educational purposes *exclusively*. "This plainly means that the presence of a single non-educational purpose, if substantial in nature, will destroy the exemption. . . . It thus becomes unnecessary to determine the correctness of the educational characterization of petitioner's (BBB) operations, it being apparent beyond dispute that an important, if not primary pursuit of petitioner's organization is to promote, not only an ethical, but also a *profitable* business community. *The exemption is therefore unavailable to petitioner.*"

## The BBB's Commercial Hue

The Court proceeded to discuss the "commercial hue" permeating the Better Business Bureau, as reflected in its corporate (and misleading) title and in its charter provisions, dedicating the BBB to the securing of the "educational and

scientific advancements of business methods," so that merchants might "successfully and *profitably* conduct their business." The Bureau activities are largely animated by this commercial purpose, said Mr. Justice Murphy, "but they are directed fundamentally to ends other than that of education. *Any claim that education is the sole aim of petitioner's organization is thereby destroyed.*"

Thus piling Pelion on Ossa in his argument, the learned Justice of the Supreme Court shattered the last pretense of the Better Business Bureau of Washington, D. C., and each of its 86 accomplices, accessories, and abettors, of being regarded as an educational institution. If it operates for the profit of the merchants who are its subscribing members, as the Supreme Court decision shows, it also operates for the profit of its managers and their aides,—and its organization "not for profit" is simply another delusion, sham, and snare for the public.

## It's a "Business League"

An interesting footnote to the opinion delivered by Mr. Justice Murphy refers to the question of BBB incorporation, and reads as follows: "Petitioner (the BBB of Washington, D. C.) states that it was incorporated under the provision of the District of Columbia Code relating to educational and scientific institutions, and asserts that if it were another type of institution, it would have been required to incorporate under some other Code provision. But petitioner's classification for incorporation purposes has no more relevance for purposes of exemption from social-security taxes than it has for purposes of income-tax exemption, as to which petitioner has been classified as a *business league*, rather than as an educational or scientific institution."

The legislative history of Section 811 of the Social Security Act, according to the Supreme Court, confirms the conclusion that the Better Business Bureau is not exempt under that section, for "Congress has made it clear, from its committee reports, that it meant to include within Section 811 (b) (8) only those organizations exempt from the income tax under Section 101(6) of the Revenue Act of 1932", such as churches, schools, colleges, and other educational institutions not operated for private profit; also the Y.M.C.A., the Y.W.C.A., the Y.M.H.A., the Salvation Army and similar organizations.

## Business Leagues Not Exempt

"Significantly, however," said Mr. Justice Murphy, "Congress did not write into the Social Security Act certain other exemptions embodied in the income tax provisions, especially the exemption in Section 101(7) of 'business leagues, chambers of commerce, real-estate boards, or boards of trade.' Petitioner closely resembles such organizations, and has indeed secured an exemption from the income tax under Section 101(7) as a business league.

"Thus Congress has made, for income tax exemption purposes, an unmistakable demarcation between corporations organized and operated exclusively for educational purposes and those organizations in the nature of business leagues and the like. Its manifest desire to include only the former within the meaning of Section 811(b) (8) of the Social Security Act prevents us from construing the language of that section to include an organization like petitioner" (the BBB).

## The Final Judgment

Finally, said our Court of last appeal, "a Treasury regulation defining an educational organization is 'one designed primarily for the improvement or development of the capabilities of the individual,' for purposes of Section 101(6) of the Internal Revenue Code, was in effect at the time when Congress used that section in framing Section 811(b) (8) of the Social Security Act. An identical definition has been promulgated under Section 811(b) (8) and petitioner (the BBB) admittedly *does not meet its terms*. Under the circumstances, the administrative definition . . . lends persuasive weight to the conclusion we have reached.

"For the foregoing reasons the judgment of the court below is *Affirmed.*"

\* \* \*

Thus ended the long struggle of the self-styled Better Business Bureaus to escape paying their due share of the Social-Security taxes by which their employees would ultimately benefit. It was an un-American, unpatriotic, cheap, and unbusinesslike effort to dodge taxes; and the above decision of the United States Supreme Court serves to place the Bureau system in its true light, — a light which will gradually dawn upon the American people, hitherto blinded by BBB arrogance and false pretensions like that of being an "educational institution."

# BUREAU'S BOMBS ARE OLD DUDS

## False and Outworn Charges Used to Injure THE LANCE and Divert Attention from the BBB

Twenty years ago the racketeering organization which masquerades under the misleading name of the Chicago "Better Business" Bureau circulated a malicious story about the late Frank Dalton O'Sullivan, based upon an alleged postal stop-order, which, as a matter of fact, was withdrawn almost as soon as it was promulgated. But the fact of the speedy withdrawal by the postal authorities of any such order has always been ignored and withheld from their dupes by the Chicago Bureau and its accomplices in scurrilous publicity, the other Bureaus of the pestiferous BBB system.

Under its present manager, one Kenneth Barnard, the Chicago Bureau frequently revamps that old libel against Mr. O'Sullivan, founder of THE LANCE, (who has lain in his grave for more than seven years), in order to damage and discredit this publication, whose present publisher and editor is not vulnerable to the vile attacks of such malicious characters as Barnard and his copyists and imitators in other cities infested by similar Bureaus.

## Aimed at The Lance

Bureau managers do not like The Lance because it tells the truth about them, and it unmasks these leeches that prey on the business community. Hence Barnard and his ilk rewrite and circulate the old O'Sullivan canard from time to time, in the hope of injuring THE LANCE. But their periodical bombs always prove to be "duds". They either fail to explode or their concussion is felt only in Bureau offices. They have little or no effect upon THE LANCE, whose editor would be content to ignore them but for their constant reiteration and possible effect upon the credulous and ignorant.

The prime author of these libelous duds, Kenneth Barnard, is a past-master of scurrility and other noxious BBB methods. Former manager of the Detroit Bureau, he was caustically censured for his methods by a Detroit judge, and left the City of the Straits in such a hurry, it is said, — that he had no time to take his hat. He fled while the Bureau there

was under investigation, went to California — but finally ended up in the driver's seat of the Chicago den of the BBB racket.

A few years ago THE LANCE quoted from the Court Records revealing that Kenneth Barnard, manager of the Chicago Better Business Bureau went into bankruptcy listing his liabilities at

## TRUTH vs. THE LIE

**Truth and only truth is eternal; it was not born and it cannot die. It lives in every flower and flames in every star. When the earth shall have passed away, and the universe returns to cosmic dust, divine truth will stand unscathed amid the crash of matter and the wreck of worlds.**

**The lie? The only place the lie blooms is on the lips of the coward. It passes like a blast from hell over the face of the earth and is gone forever; it may leave disaster dire and destruction in its wake; it may place on the brow of honesty the brand of thief, and cover the just with the stigma of disgrace; it may wreck hopes and ruin homes and business, cause panics and suicides; it may pollute the altar and stigmatize the judiciary, corrupt legislators, and curse the land; but it cannot live forever, and when it's dead and damned, there is none so low to do it reverence.**

\$64,802 and assets at \$417. An exemption of \$400. is allowable under the Illinois law, leaving \$17. to be applied on the indebtedness. And that is the man whom the directors of the Chicago Better Business Bureau keep in office,— the ex-bankrupt who delights in libeling the dead in order to injure the innocent living!

## The Old "Red Herring"

Now the attempts of "better" Business Bureau managers to injure THE LANCE by their rehash of an outworn libel are designed to divert attention from themselves and their rackets. They seek to throw their readers off the track by the old trick of drawing a red herring across it. But that trick has often failed in the past, and it will prove far from useful to the BBB managers and pamphleteers. It's a game that two can play, and the manager of the Chicago Bureau and others are far more vulnerable than the editor of THE LANCE, who prefers not to use red herrings when plenty of other weapons and ammunition — facts and records — are available.

The use of the O'Sullivan libel to discredit this publication and turn attention from themselves, is typical of "better" Business Bureau methods and practices. If ever there was a business concern more open to criticism than the BBB, or more sensitive to it, such a concern has not yet appeared in the public eye. Founded on sham and pretense, manned by unscrupulous managers and mercenary agents, supported by loan sharks and to a considerable extent by others of a like ilk, and preying on businessmen for its very existence, the BBB wants no light cast upon its shady practices or directed toward its abuse of charter provisions and corporate rights. It wants to be regarded by the public as an "educational institution", which the United States Supreme Court says it is *not*; and THE LANCE says it is merely a racket, — so the founder of THE LANCE must be libeled over and over again, because the BBB has nothing on its present editor and never will have so long as that editor *lives*. It is *safer* to libel the *dead*. So the Bureau plays safe.

## The Practice of Lying

Recent BBB attacks on this publication, baseless as they are, furnish an illustration and sample of their usual dastardly methods of slashing out and hitting below the belt. Even when

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## THE FINE EXAMPLE OF ROCHESTER, N. Y.

### How a Racketeering BBB Manager was Ousted by Indignant Merchants and Influential Newspapermen

While THE LANCE has already told the story of the ouster of the objectionable manager of the Better Business Bureau of Rochester, N. Y., and the reorganization of that Bureau by indignant citizens, many of our readers feel that further attention should be called to the method by which the city of Rochester succeeded in ridding itself of the "foul odor" of its local Bureau, with its suggestion that similar action may be taken elsewhere.

Every city in the United States and Canada that harbors a so-called Better Business Bureau — and there are some 87 of these pests — must at least, like Rochester, have on the membership list of its local Bureau some merchants who are dissatisfied and disgusted with the arrogance and pretensions of the Bureau manager and his snooping satellites. Possibly, in each city, there is also a newspaper publisher or editor of independent thought who is "on to" the BBB racket.

#### Groundwork for Action

If such be the case, and local dissatisfaction with Bureau methods and activities already exists, as it undoubtedly does in 90 per cent of the cities infested by the BBB system, then the groundwork is already laid for summary action like that of the newspapermen and merchants of Rochester, where, by the way, conditions must have been pretty bad, to cause such joint and determined action.

It will be worthwhile, therefore, to recount briefly the simple modus operandi whereby the business community of Rochester "cleaned house," and got rid of manager Willson and his racketeering methods. The local Bureau was rotten to the core; directors were dissatisfied, members were dropping out; suits for damages were threatened, and even Bureau employees were in arms against the manager, and ready to assist, with their evidence, in throwing him out.

The stage was set for the big finale, and the one thing needed was supplied when the general manager of two of Rochester's newspapers joined the cast and became stage director.

#### They meant Business

At the invitation of the newspaperman, a number of the city's influential businessmen gathered for luncheon at the Rochester Club, to discuss ways and means of ending the stench of the local Bureau (that *educational* outfit), whose manager had been variously described by a local editor as "drunk with power" and "a racketeering megalomaniac."

There were officers of the Rochester Bureau at the luncheon, including a vice-president and the treasurer; also executives of four large department stores, three of which were former members of the Bureau but had withdrawn, while the fourth had never been a member but was willing to aid in Bureau cleansing and reorganization. And those present were sufficiently powerful as citizens to swing the business community of Rochester into line for accomplishment of the purpose of the meeting.

#### Decide upon Ouster

The speeches at the luncheon emphasized the charges made against Manager Willson, especially his domineering methods, arrogance, and "management that practised the very things the BBB was meant to check, — management under which the Bureau has become a racket."

These and similar charges, it should be noted, had been made by the local newspapers some time before the luncheon; and a Rochester newsmagazine, with the popular title "WE" — had been especially active in the movement of the local press against the continuance of Manager Willson as head of the Rochester Better Business Bureau.

Under the circumstances, the upshot of such a meeting of the press and merchants was inevitable. The decision was that Willson should be ousted without delay, and this was promptly done by vote of the Board of Directors of the Bureau. Reorganization followed, with a view to prevention of the practices of which merchants had complained, and of which even usually complaisant newspapers had been compelled to take note.

#### An Opportunity Today

Thus ended the Willson regime in the Rochester Better Business Bureau, which for twenty years had been growing more and more disgraceful to the city. Today there is an opportunity for similar house-cleaning in other cities that need it. Where representative merchants can secure the aid of the public or the press (either or both), definite action can be taken against objectionable Bureau practices and Bureau managers who become "drunk with power" and fancy themselves endowed with the official authority of the police and prosecutors, whereas they are merely unofficial and unlicensed persecutors of businessmen, large and small, who withstand their demands for affiliation and membership fees.

Neither The Business Men's Protective League, nor The Lance, employs salesmen, solicitors, collectors, or representatives of any sort. Therefore, please send subscriptions, orders, data for stories, fact information, etc., to us by direct mail. Address The Editor of The Lance. All correspondence is kept strictly confidential. We would like to have your letters and comments.

#### Bureaus Bombs —

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libelous statements lack the elements of truth, they are still used by Bureau managers, for lies often look well in print; and the numerous Bureau bulletins and reports are a medium of publicity that lends itself most conveniently to prevarication. But the broadcasting, through such a medium, of lying reports about a businessman long dead and buried, can only be described as sheer abuse of even a BBB writer's privilege of defamation. It is, in truth, dastardly and despicable.

The trick of reiterating old charges, by the way, is as old as the hills among criminals of the blackmailer type. From time immemorial they have held the threat of old, outworn, and generally-forgotten false or malicious charges over the heads of intended victims; and such ignoble practices of the BBB will doubtless go on and on and on, impressing only gullible, easily-misled, and easily intimidated individuals, or those not familiar with the "better" Business Bureau and its characteristic methods and practices, which are a standing disgrace to American business.

## "THE LANCE"

is the official publication of The Business Men's Protective League. It was started in 1933 by the well-known writer, publisher, and crusader for decency in business, Frank Dalton O'Sullivan.

A biographical sketch of Mr. O'Sullivan can be found in "WHO'S WHO" — in Chicagoland, — 1939, — sesame to which is gained only through meritorious achievement, — hence you will never find the name of any *BBB manager* there.

The Lance concerns itself with thoughts and underlying principles affecting the safety, welfare, personal liberty, and legal rights of independent business men and concerns, rather than with the current news and shifting issues of the day. The object is to inform and instruct rather than to entertain, — but is guaranteed *not to bore* you at any time.

The Lance does not come into competition with any other publication; it stands alone and unique in its particular field, — that of opposing and exposing the racketeer masquerading as a reformer, and the "business" bureau that steps out of its role as "advertising adjuster", and assumes the duty of the policeman, minus his authority and nightstick. Our policy is directed against a system which we believe to be wrong and dangerous to business.

The Lance is published in your interest, and distributed from coast to coast in this country, and Canada. No free copies. Every copy of The Lance that goes out is paid for by *someone*. Every cent that comes into The Lance coffers starts working immediately. The Lance is a truly non-profit publication, and in fact it is not even self-supporting, and the money received from the subscribers pays for the wide distribution of The Lance.

The Lance deserves your loyal support, both moral and financial, and whether your donation be large or small, do *something* at least, in spreading the doctrine of The Lance. When buying in quantity we will arrange to do the distribution for you if that is desired, — you pay the cost of work involved.

Please address all communications direct to the Editor, and make all checks payable to K. J. Whalen.

## BBB METHODS

### DON'T CHANGE

Some eight years ago THE LANCE printed a story, from which we are quoting today. This material bears repetition because it shows you the lengths to which the Bureau would go even in the old days, to get the concern they were after . . . The name of the concern in question is of no consequence now, nor the name of the particular investment project involved, but the method of BBB operation is clearly illustrated.

"This Company has exploited . . . real estate on the prospect of increased values when the Government nitrate and power plant is either put into operation or leased by the Government. It was selling lots successfully in 1922 when the New York Better Business Bureau came into being. We have information that at that time the National Better Business Bureau had begun to cover this enterprise but that the manager of the new-born New York bureau asked that he be permitted to take the case as a means of putting his bureau on the map. The following are the moves in the attack by the bureau:

1. "Got the Attorney General after them. He found nothing wrong.
2. "Got the District Attorney after them. He also failed.
3. "Got the Police Department to put in two detectives as salesmen.
4. "Made a complaint to the Post Office Department, which the company heard of and met immediately by taking a full statement direct to Washington, as they feared the New York office, known to be closely connected with the New York bureau.
5. "Brought action for false advertising. Case dismissed for lack of evidence.
6. "Sent an 'investigator' to . . . (the project in question) to await a rain and photograph some undrained water to prove that property was not dry. Published a bulletin showing such photographs and also pointed out that "brick road" shown on the maps of the Company was not even paved, not explaining, however, that "Brick Road" was not named by the Company but was an old road so-called because it led to the town of Brick and that no one had represented it as paved.

7. "The attack gained wide newspaper publicity and the bulletins were furnished to all savings banks, where they were and still are used effectively to dissuade depositors from withdrawing money for investment in this property."

And naturally the manager of the new Better Business Bureau of New York, perhaps received some very nice *appreciation checks* — a matter which the Bureaus never lose sight of, in making special attacks.

### No Puffs

We carry no advertising, and our editorial space is not for sale. At times we write the story of a wronged independent business man, or concern, — but there is not enough money in the world to buy an individual "puff" in The Lance.

Subscribe to The Lance now! Don't put it off. Tomorrow you may forget. Take The Lance home with you for your family to read so that they will be informed as to just what the "better" Business Bureau is, whenever they hear the name or see it in print. And they will. The Bureaus still cling to free space in the press and on the air; that is, they do wherever it is possible and the powers behind the newspaper and radio station in question haven't awakened to the fact that they are fostering a racket at the expense of honest business men who have to pay for what they get.

The BBB is trying every scheme in their efforts to annex additional cities to their nefarious chain. Do all you can to keep your town out. You'll be sorry if you don't! Don't give them a strangle-hold on your business future and personal happiness. **DON'T SUBSCRIBE TO THE BBB. DON'T EVEN BE TEMPTED TO SUBSCRIBE.**

Please send to The Lance complete information, in confidence, concerning your local Bureau. Give us the names of the Directors, tell us what they are up to in your particular section of the country. Send us their Reports, Bulletins, and those precious "under cover" BBB communications. We can't be everywhere, and must depend upon friends and subscribers to send us any and all possible information regarding their Bureau. And to those who fear the BBB, we say, — *don't*; because you haven't a thing to worry about in dealing with The Lance.

# "Better" Business Reports As Reputation Wreckers

## Their Malign Influence and Danger Hang Over the Business Man's Head Like a Poisoned Sword of Damocles

The robbery of a man's good name is a crime punishable at law, provided the thief can be caught and convicted. When it is malicious, the law calls it libel and provides for damages; but many a man's reputation has been wrecked by secret reports, filled mainly with insinuations that emanate from such organizations as the "better" Business Bureaus that poison the business atmosphere of America.

Every week our attention is called to Reports or Secret Bulletins, issued by one or more of these dangerous organizations, purporting to give the business record of some individual or company in the territory it foully serves as a prattler while posing as a custodian (self-appointed) of business morals. When analyzed, these reports are invariably found to be altogether unfair and unjust to those at whom they are aimed. But the damage is done, and it is impossible for the independent business man to secure retraction from their source, even though their effect may be to wreck his reputation beyond repair.

### How Reports are Spread

It is a melancholy fact that "better" Business Bureau reports affecting the reputations and the credit of business men are sometimes adopted as gospel truth by local Chambers of Commerce and even by organizations of bankers. At any rate they find their way into the files of other organizations besides the pestiferous "better" Business Bureaus that originate them — and attacks on business character seem to be accepted as justifiable by bankers and others who would not accept any other kind of business statement without independent investigation.

The slanderer is about the lowest type of humanity; and why should an official or quasi-official slanderer be tolerated in the community any more than a vicious purveyor of backdoor gossip? An officer of a bankers' association was asked recently, to show a visitor the report in his files against a certain business concern. He refused, saying the report was confidential, intended for perusal only by members of his organization — and that it would

be "dangerous" to make public. Why would it be dangerous? Simply because it was libelous; and if it was libelous, by what right was it made available to members of the association? What right has anyone to make even a limited publication of libelous matter?

Kenneth Barnard who wields the most vicious poison-pen in the business of "report" writing, used bankruptcy courts to pay his debts to the tune of \$64,000 or more not long ago — but still remained as manager of the "better" Business Bureau of Chicago where he still is — still busily writing poisonous reports on business men who have never been called upon to answer a charge of any kind in court — much less in a "bankruptcy" court. By what right does Barnard presume to criticise the business standing of other and better men?

We come now to a rather pathetic case which will be told briefly — illustrating how the Chicago "better" Business Bureau will maliciously and venomously ruin the reputation, prospects, and the very life of an innocent man; a man who never did a wrong thing in his life, — but who in his youth had the misfortune to be associated with a Chicago business man who had come under the ban of the local Bureau.

How many BBB managers, directors, or members can boast of a life without blemish? None, — if the truth were told. How many politicians, military officials, professional men, and others, can boast of a blameless, perfect, unimpeachable record during their life, from the cradle to the grave? Very few.

Yet the "better" Business Bureaus of this country have thousands upon thousands of reports in their files, magnifying and enlarging upon the peccadilloes of helpless individuals who suffer loss of reputation through the BBB reports, without any means whatever of retaliation, nor self-protection against such onslaughts by these lily-livered racketeers.

I will not mention the name of the man in question. He was forced to leave Chicago because of the vicious treatment of the local Bureau and his

whereabouts at this time I shall not reveal. He may be dead, but if so, his reputation would still be vilified by the Chicago "better" Business Bureau; — even in death there is no escape from the "better" Business Bureau defamation of character. "Requiescat in pace" is an unknown phrase in BBB ethics.

### "BETTER" BUSINESS ON A SMALL SCALE — VERY SMALL

One cold wintry day early in 1944, a desperately worried, unhappy business man came into THE LANCE office. Like hundreds of others who come in, or write, or telephone their stories to the Editor of THE LANCE, he wanted HELP. Let's call him Mr. Ace,—though that's not his name.

Mr. Ace was a fine looking man, keen, alert, intelligent, likeable, about 45 yrs. of age. He owned his own home on Chicago's great South Side, where he had lived all of his married life. His children had been born there. Now they were grown, and far away from home. His son was in the South Pacific, and his daughter a Wac, also overseas. He had recently lost his wife, but he was keeping his home ready for the children when they came back from the wars.

This man was truly an ace in his chosen profession — he had followed it for twenty years but a few years ago the head of his office passed away, so he then decided to open his own business and operate alone. He had some money saved, so he arranged his advertising, opened an office, went to work. He was successful in lining up numerous contracts for his service and was happy. But only for a short time, because . . . . .

The "better" business bureau, through its "espionage" system soon discovered Mr. Ace and his new business service, and BANG! The Wrecking Crew arrived with axes, chisels, and hammers,— which was the beginning of the end.

Unlike Barnard, manager of the local BBB, Mr. Ace had never paid his bills via the bankruptcy court, — but never-

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### "Better" Business on a Small Scale — (Continued from Page 6)

theless, it was Barnard and his glorified female assistant one Elizabeth J. Alvord, Mgr. — Consumers Service Division, of the Chicago Better Business Bureau, who sent out copies of a report on Mr. Ace's former associate, (deceased), in an effort to ruin Mr. Ace and his new business service. The reports were sent out under-cover to the business firms on the South Side of Chicago, causing suspicion to be cast in the direction of Mr. Ace, and contracts were cancelled to such an extent that he lost his new clients and all the money he had invested in the new business.

Mr. Ace made several trips to the office of the Chicago BBB to try to have the matter straightened out, but "Miss Alvord" was on a "vacation" — and

there was no one else to talk with him — he was quite thoroughly snubbed for some two months, until he finally secured "an audience" with "Miss Alvord" — *poison pen number two*, — who showed him not the slightest courtesy and wouldn't even discuss the poisonous reports nor give him any satisfaction whatsoever.

He had to sacrifice his home, and leave Chicago. He had lost considerable money in the business venture which the "better business" bureau ruined for their own reasons, — protecting some Bureau contributor no doubt. The greatest worry and regret Mr. Ace felt was that his children would not be able to return to their home in Chicago when they came back from their service in the overseas theatre of war. They were raised here; they went to school here. Their friends were here. Chicago is their home — or it was their home.

The father had to go quite a distance from Chicago to earn his living. So if his children, — that boy and girl in the United States Armed Forces, are still alive, and able to return home — they haven't a home to return to. The "better business" bureau saw to that.

### DON'T DELAY

LANCE subscribers are given the privilege of distributing extra copies of each issue, either through their own office, or through the office of The Lance. However, you are urged to order your extra copies *at once*. The type can only be held for a limited time.

We are constantly receiving urgent requests for back issues of THE LANCE, and we sincerely regret not being able to send such copies. Try as hard as we may, to hold a reserve supply of every issue of THE LANCE, the supply is soon dissipated.

### To Lance Friends

Every LANCE subscriber is familiar with Bureau methods so we are not telling you anything new when we tell the facts as we do in our columns. But THE LANCE is news to the vast number of uninitiated who have never read anything heretofore regarding the "better" Business Bureaus except the smug self-praise the Bureaus send out over the air on free radio time, and the bunk which they are able to have published in newspapers free of charge.

THE LANCE is sent out as educational material for those who do not know the Bureaus as you and I know them, and every issue of THE LANCE is prepared with that thought in mind. Hence, when repetition appears in some issues, never mind, — you've heard it before, but many others haven't.

It is our aim to cover this country from coast to coast with every issue of THE LANCE; every city having a branch of the BBB is covered to some extent, and all large cities are covered to as great an extent as possible, Washington, D. C. is very well taken care of, and every Representative there gets a copy of each issue of THE LANCE. This is only a small part of LANCE coverage, but we need the cooperation of every LANCE subscriber to help in extending LANCE distribution. We are doing more than our share, but we expect some help from you, who appreciate our work of exposing and opposing "better" Business Bureaus which extend across this country like some nauseous disease.

Why not enclose a copy of THE LANCE with every letter you send out? Or, send us a list of those you think might profit from THE LANCE, and we will mail it for you. This would be treated in strict confidence. In this way THE LANCE will reach numerous people in far off corners of the country, that we would perhaps never reach. This is your fight too, don't forget that. THE LANCE has no axe to grind; it is a non-profit publication carrying on a somewhat thankless task. But nevertheless — carrying on! Why not help? —The Editor.

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