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HODDING CARTER, Editor; JOAN THOMAS

Trade Journal Publisher Challenges German Direct Mail Propaganda

A New York authority on direct mail advertising is warring against German mail propaganda in the U. S. A.

He's Henry Hoke and he publishes the *Reporter of Direct Mail Advertising*, a trade journal. Mr. Hoke has busied himself for 20 years as copywriter, producer and consultant. For two and a half years his *Reporter*, taking the place of the old *Postage and Mailbag*, has supplied 5000 subscribers with news of advertising campaigns.

A long June *Reporter* article, *War in the Mails*, described Nazi mail propaganda in the United States, named some of the organizations involved, and demanded a Post Office fraud order on the German government. Mr. Hoke's attack resulted from a study of sample Nazi releases, sent to him by *Reporter* subscribers.

A Fifth Column?

The article gave special attention to the German Library of Information's *Facts in Review* and the German Railroads Information Bureau. Both, Mr. Hoke said, are thin fronts for the Nazi fifth column.

A reply on June 25 from Ernst Schmitz, director of the German Railroads Bureau, made Mr. Hoke more angry than ever. Mr. Schmitz accused Mr. Hoke of libel, de-

manded "proper apologetic regrets," and ended:

"You . . . may call at this office and upon presentation of proper proof that amends have been made, a waiver will be given releasing you and your publication from further claims."

Won't Apologize

In answer, *The Reporter* published a special issue, repeating the charges, and printing Mr. Schmitz's letter and Mr. Hoke's refusal to apologize.

Mr. Hoke says he is just starting. He believes the government should deny the mails to foreign propaganda. He is asking *Reporter* subscribers to use direct mail tactics on their Congressmen, the Post Office, the FBI. The response is greater, he says, than to anything else *The Reporter* has ever printed. And Henry Hoke, who believes that "you can't stop a mad dog with kid gloves," is going to hammer away. He doesn't think he will hammer alone.—H. C.