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Photojournalism Now  
PM New York Daily: 1940-48

By Alison Stieven-Taylor

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First published in June 1940, the richly illustrated PM New York Daily and the Sunday version PM Weekly were vehicles for socially progressive thought. Its mandate was clear - "PM is against people who push other people around. PM accepts no advertising. PM belongs to no political party. PM is absolutely free and uncensored. PM's sole source of income is its readers — to whom it alone is responsible. PM is one newspaper that can and dares to tell the truth."

"PM considered photography a foremost instrument for communicating truth as opposed to objectivity, in the same vein as leftist illustrated periodicals from interwar Europe, such as *Arbeiten Illustrierte Zeitung*, *Vu*, and *Ce Soir*.

PM declared that photographers are a vital and integral part of the very idea of PM — that they would write stories with photographs, as report-ers wrote them in words."

Despite attracting renowned photographers including Margaret Bourke-White, Ralph Steiner and Weegee, and writers such as Ernest Hemingway, Dorothy Parker and Tip O'Neill, founder Ralph Ingersoll, the former managing editor of Time-Life Publications couldn't make PM pay. With a mandate to accept no advertising, PM's loyal readership wasn't enough to cover costs and in 1948 PM closed its doors.

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But its legacy lives on and PM New York Daily: 1940-48 features more than 75 black and white photographs from PM staff and freelancers showing the breadth of coverage that appeared within the pages of this groundbreaking publication.

