

Eveni
PUBLI
CITY
Charles H
Merritt, Secy
John B. W
Cts
DAVID E.
JOHN C. N
Publ

Publishing a Great Magazine Without Typesetters

The members of the typographical union, which prints THE LITERARY DIGEST and practically all other magazines published in New York City, presented demands to the employing printers on October 1st which were so radical that they could not be acceded to. While negotiations were still pending, the typesetters, without notice, went on a "vacation" and are still out, in direct defiance of the orders of their own union chief to return to work.

The International heads of the typographical union have disavowed the action of the New

York local union and have refused International support.

For this reason it has become necessary to issue THE LITERARY DIGEST for October 18th *without the assistance of typesetters*. We believe that this is the first case on record where a million copies of a great magazine of eighty pages, with handsome colored covers, have been issued without the typesetters. How this number of the "Digest" was published will be readily understood by those familiar with modern typographical practise. To others it will be an interesting puzzle which we will not spoil as yet by explanation.

Revolutionizing the Publication Business

There is one phase of this experiment, however, that has deep significance, not only for the publishing fraternity, but to the public at large. As stern necessity is oftentimes the mother of invention, it is not impossible that in this age of marvels the whole future of magazine publication may be revolutionized by the elimination of what has hitherto been its costliest operation—the typesetting. The present departure, as shown by the "Digest" in this week's issue now on sale, will certainly furnish a basis for many other experiments to this end.

Whenever any class of men or women refuses to keep faith with society, refuses to carry out the terms of its written contracts, society will somehow find ways nevertheless to get its business done.

This is one lesson of the present situation—and a wholesome one.

Wholly aside from its novel appearance, the October 18th number of THE LITERARY DIGEST is of unusual interest. It is packed from cover to cover with live news, covering many fields of human endeavor.

80 Pages—Many Illustrations—Just a Hint at the Contents

- | | | |
|--|---------------------------------------|--|
| Mob Rule as a National Menace Is Gary Fighting Unionism? | An Idea That Saved \$85,000,000 | Low Ebb of American Preaching |
| \$20,000,000 to Improve our Doctors | Finger-print Testimony in Court | Best of the Current Poetry |
| Britain's Victory Over Herself | Oxford as Seen by an A. E. F. Student | World-Wide Trade Facts |
| Germany Fears the Winter | First Aid to the Spectacles | Lessons in Americanism |
| Socialism the Foe of Bolshevism | Patti | American Prohibitionist Stirs Britain |
| Belgium Is Reviving | Mr. Roosevelt's Religion | Family Skeletons Rattle in War Risk Bureau |
| | Neglected Graves in France | The Spice of Life |



The Literary Digest

