

LAST WEEK'S "DIGEST" SOLD OUT IN ONE DAY!

# Eleven Hundred Thousand Copies Of This Week's Issue Will Be Printed Without the Aid of Typesetters

## An Astounding Thing.

"The Literary Digest has done an astounding thing. It has come out in its full size of eighty pages without a line of text matter being set by printers. The big thing is that something new has been introduced in printing."—*Public Ledger*, Philadelphia, Pa.

## Characteristic American Ingenuity.

"Printing a million copies of a magazine without printers sounds like an impossibility. Well that's characteristic of American ingenuity. Always doing the impossible."—*Register*, Springfield, Ill.

## A Household Necessity.

"The enterprise that enabled the publishers of The Literary Digest to counter the blow aimed at stopping publication is on a par with the resourcefulness and energy that have made theirs one of the most widely read weeklies in the country. They are on the job and equal to the occasion 365 days in the year. They have transformed into a household necessity a publication that, a few years ago, was considered a high-brow luxury."—*Star*, Indianapolis, Ind.

## "A Wonderful Emergency Achievement

upon which the publishers are to be congratulated."—*Globe-Democrat*, St. Louis, Mo.

## An Interesting Experiment.

"To be able to look at the Literary Digest with less interest in its contents than its form is a sensation which even the renaissance in printing of which William Morris was the prophet can scarcely match."—*Evening Sun*, New York City.

## How the Tables Were Turned.

"It is a startling dish of mental food that the Literary Digest serves up this week to those self-complacent printers in New York who fondly imagined their going upon 'vacation' would utterly suspend the publication of most of the periodical press. The Digest has neatly turned the laugh upon the strikers."—*Record*, Philadelphia, Pa.

## "Ripping Success."

"In a perfectly polite way the publishers of 'The Literary Digest' have told the striking compositors to be damned. And in order not to disappoint its subscribers the publication has met the situation with ingenuity and tried a new experiment in printing with ripping success."—*Tribune*, New York City.

## Digesting a Strike.

"The Literary Digest has lived up to its name in assimilating a disastrous strike and opening the way to an innovation full of possibilities."—*Transcript*, Peoria, Ill.

## A Revolution in Printing.

"The Literary Digest has set the pace in what may prove a revolution in printing. It has broken new ground, scored a great stroke of enterprise, and furnished fresh proof that American ingenuity is equal to any emergency, even in surmounting the seemingly insurmountable."—*Republican*, Scranton, Pa.

## Necessity Breeds Ingenuity.

"The Digest's effort proves that there is a limit beyond which the power to force concessions from employers ceases and becomes null; also that man's ingenuity is equal to man's necessity."—*Register*, Mobile, Ala.

NEVER since the introduction of typesetting machines, over thirty years ago, has such a sensation been aroused in the publishing field as was caused by the appearance of THE LITERARY DIGEST last week without the aid of typesetters. As our readers were told in the "Digest" of October 18th, there is a fight on in New York City between the International and local unions in several branches of the printing business, which has crippled every printing establishment in the city. To cap the climax, the compositors, who set the type for most of the magazines, decided to take what they termed a "vacation," despite the orders of their chiefs to return to work.

In this extremity THE LITERARY DIGEST was confronted with the alternative of ceasing publication or evolving some other method of getting out the magazine. The method was evolved and the full press run of the "Digest" was published—a handsome eighty-page magazine with the usual colored covers. To accomplish this the photo-engraving process was utilized, and the services of the compositors wholly dispensed with.

The demand for this unique number of the "Digest" was tremendous. Every copy was practically sold off the news-stands the first day, and it is now almost impossible to secure one. Hundreds of newspapers throughout the country have given front-page articles and editorials to this radical experiment, the majority recognizing in its untold possibilities of revolutionizing the production of magazines by the elimination of one of its costliest operations—the typesetting. Two newspapers—one in California and one in New York—have already been published by this process. By letter, by telephone, by telegram, congratulations have been pouring into our office from men and women located in all sections of the country.

**If You Failed to Get the Digest Last Week, Get This Week's Number at the News-Stand Now**

Although we have printed eleven hundred thousand in all, they are bound to sell quickly. No extra copies can be printed, so we urgently advise you not to delay if you would become acquainted with the most important advance that has been made in magazine publication for many years. The October 25th number teems with live, up-to-date news articles treating important events from all angles.

## May Mark a New Era.

"At first glance the innovation is revolutionary, and it is fresh proof of that excellent magazine's enterprise and originality, and striking evidence of its resourcefulness in the face of a strike that ordinarily would absolutely prevent publication."—*Standard*, Anaconda, Mont.

## Typesetting May Become Superfluous.

"Are workers wise in launching an irregular strike that leads to the adoption of a device that makes them superfluous?"—*Times*, Detroit, Mich.

## "Will Have Far-Reaching Consequences."

"This week's issue of the Literary Digest is a typographical achievement that may have far-reaching consequences."—*World*, New York City.

## "Pluck and Resourcefulness."

"There is nothing like pluck and resourcefulness. Everybody will be on the lookout for this popular periodical, printed, so to speak, without printers."—*Age-Herald*, Birmingham, Ala.

## FROM LETTERS IN ONE DAY'S MAIL

### Admires Valiant Effort.

"I think your effort is most admirable, and am sending copies of the 'Digest' to friends of mine in England and this country. I think a new departure has certainly been made by your valiant effort."

### From a Subscriber for More Than Twenty Years.

"This last number is a poem and greatly liked—on time, too."

### Advises Extended "Vacation."

"It is a wonderful production—it is all right—keep it up for a few months and give the boys an extended vacation."

### He Welcomes the Change.

"Congratulations on the neat appearance and legible make-up of the 'Digest.' I hope it is farewell 'Type Setters' and 'welcome Typist.' This is now as it should have been long ago. Do not disturb that vacation. Let it live long, and try to be happy."

### "Marvelous."

"I have often marveled at the resourcefulness displayed in the collection of the vast fund of accurate and timely information that is printed from week to week. When this same energy is extended to include the typewriting and arrangement of etchers' copy sufficient to get out on time an 80-page number that practically ignores the Bolsheviks, it is marvelous indeed."

### The Only Magazine Received.

"Good for you, Literary Digest! You are the only magazine we have received this week!"

### Could Not Buy a Copy.

"I want to congratulate your organization on the reported production of a unique edition, and to protest my inability, for love or money, to get a copy of your much heralded type-written edition. No explanation is necessary, but I will appreciate it if you will mail me a copy and I inclose you herewith 10c in stamps."

## 80 Pages—Many Illustrations—Some of the News Features

Red Forces Disrupting American Labor

Effects of the Printers' Strike

What the Soft Coal Miners Want

The Enforcement of Prohibition

New Meaning of the "Almighty Dollar"

A Japanese Proposal for a Free Korea

Cement Cracks to Foretell Earthquakes

Camouflaging the Old Uniform

Rise of the Soviet Press in Russia

Women's Work in the "Y"

American Preachers in England

A Plan to Solve Our Negro Problem

Current Poetry

The Spice of Life

Germany's "Game" in the Baltic Region

Australia's Future in Anzacs' Care

A Turkish Remedy for Race Conflicts

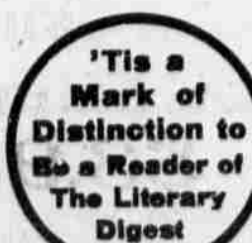
Points on Soda Water

Electricity in the Bath

Immunity of City Dwellers From Disease

Pontoon Building in '62

Send 10 Cents for a Copy If You Can Not Buy It On the News-Stands



# The Literary Digest



FUNK & WAGNALS COMPANY (Publishers of the Famous NEW Standard Dictionary) NEW YORK