

Who Shall Be the PRESIDENTIAL CANDIDATES?

The Literary Digest Is Asking ELEVEN MILLION VOTERS

TO NAME THEIR CHOICES FOR BOTH GREAT PARTIES

The Greatest Poll Ever Taken in
the History of the United States

INDIVIDUAL BALLOTS have been sent by mail to Eleven Million Voters throughout the United States—almost two-thirds of the total Presidential vote of 18,529,902 cast in the last national election, in 1916.

Every ballot is mailed in an envelope, addressed with pen and ink and delivered through the U. S. Postoffice personally to the voter addressed. Return postage on the ballot is prepaid, and the voter has only to check or write the name of his or her Party and first and second choices for Presidential Candidates, with no other mark of identification, and then drop this Secret Ballot in the nearest letter-box or Postoffice. Thus every vote cast is absolutely the

free, uninfluenced, secret choice of the voter, unknown to any one but the voter himself or herself.

The eleven million ballots have been mailed to ALL CLASSES OF VOTERS in all States and all communities in the Nation with complete impartiality. They include business men, merchants, farmers, manufacturers, railroad employes, bankers, clerks, builders, contractors, superintendents, managers, carpenters, plasterers, plumbers, painters, mechanics, printers, miners, steel workers, workers in every trade and branch of industry, both union and non-union; professional men and women of all classes, including lawyers, doctors, clergymen, authors, actors, newspaper men, dentists, engineers, educators, architects, musicians, etc.; in short, all the classes of men and women who make up the voting population in all parts of the country.

This Great National Poll, Therefore, Will Be the REAL VOICE OF THE PEOPLE That Political Leaders and Conventions Will Heed

No propaganda of any kind as to party, candidate or issues is connected with this great popular Presidential Primary. THE LITERARY DIGEST has no political ax to grind, and the absolutely impartial and non-partisan nature of the poll is guaranteed and protected in the most complete manner. It is the duty of all men and women to have their own opinions on the problems that now face their country and to express those opinions in the choice of their President in the approaching conventions and national election. This unofficial Presidential Primary, the greatest and most representative ever conducted in the history of America, will serve as a vehicle for the unhampered expression of popular opinion, and will have a very large influence on the nominating conventions of both great parties.

WATCH THIS POLL IN THE LITERARY DIGEST

BEGINNING IN THIS WEEK'S ISSUE, APRIL 17th, the returns from this national poll will be recorded, summarized and analyzed, State by State, through successive numbers up to the actual meeting of the great conventions in Chicago and San Francisco. These reports will have unique and decisive interest for political leaders, the press and citizens of the whole country, and will be awaited eagerly. DIGEST readers, of course, will get them first and in the most complete detail.

At the same time, and all through the year, THE LITERARY DIGEST will be gathering carefully and reporting all the facts and opinions on all sides bearing

upon the great problems and issues which are being discussed and which must be settled by the national election. THE LITERARY DIGEST is wonderfully equipped for this service by a system built up at great expense through many years of careful work and reaching into thousands of newspaper and periodical offices in all parts of the world. The reader can depend upon THE LITERARY DIGEST with absolute certainty as it reveals, from week to week, free from all prejudice and partisanship, the real state of the Nation's mind, the real facts affecting all issues and the progress of all the great problems toward settlement.



The Literary Digest

