

POOR DOCUMENT

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, MARCH 12, 1918

"At the Flaming Forge of Life—"

—the fortunes of a world are being wrought.

Never have men of any age seen what we are seeing. Never have changes so violent, so tremendous, so rapid, in the entire structure of national, business, and social life heaved up the very foundations of the world. Never have so many new problems, so many demands for readjustment, thrust themselves upon men and women for settlement.

Things big with fate are happening fast. They are arousing violent prejudices, with clashing opinions in every assembly and in every newspaper where the minds and hearts of men find expression.

The need for exact information is imperative. Clear understanding of what is going on is indispensable. Busy men and women throughout the nation are demanding to know the real facts and the real meaning of them. Confusion, uncertainty, mistake, lack of correct information may mean disaster to their dearest interests.

Why, in all this turmoil of events and jangling voices, are more than two million earnest men and women turning, each week, to THE LITERARY DIGEST?

Why are more than 282,000 manufacturers and merchants reading it closely? It is not devoted especially to factory or trade.

Why do more than fifty thousand physicians and more than forty-six thousand lawyers buy THE LITERARY DIGEST? It certainly is not a medical journal, nor is it given over to discussions of law.

Why is it bought regularly by more than eighty thousand officials of the United States and Canadian Governments, officers in public service companies, bankers, contractors, builders, and engineers? It does not specialize in any of their particular affairs.

Why do more than a hundred thousand newspaper editors, publishers, superintendents of schools, educators, libraries, colleges, and professional men subscribe for THE LITERARY DIGEST? It is not planned particularly for them, nor for the many thousands of brokers, real-estate dealers, or other special classes of active men and women who are finding it their most valuable magazine.

One all-controlling reason must be given. We're in a world crisis. The United States and Canada, together, are carrying the greatest burdens that can come to a free people. All of us, business men, professional men, officials, and laboring men, are first and last, loyal citizens, and these tasks and problems come straight home to us. Our blood and our treasure are called into this supreme struggle of humanity. We must know how to win, and how to adjust our business, our homes, our personal lives to the new conditions. There is no time for roundabout, fragmentary, or unreliable information. There is no strength to waste in prejudice or partizanship.

Nowhere, except in THE LITERARY DIGEST, is it possible to find all the vital news of world events clearly and truthfully explained, without editorial bias, together with an impartial record of the leading opinions of men and women, newspapers and magazines from every land in this great, throbbing world of action.

THE LITERARY DIGEST is the one satisfying magazine for all men and women. It knows no party, no creed, no social division. It brings, each week, to all alike, the important things of business, of politics, of industry, education, religion, science, literature, and art, and of the great happenings of the world war.

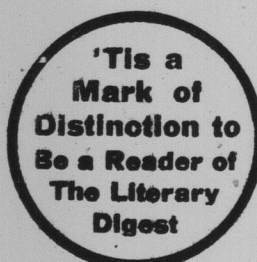
Lord Northcliffe, publisher of the London Times, speaks with reason, then, as well as authority, when he says that "THE LITERARY DIGEST is the most indispensable weekly publication in the world."

THE LITERARY DIGEST has searched for you the work-shops and has read for you the thousands of newspapers and magazines of civilization, and it tells you what they are all doing and saying.

THE LITERARY DIGEST has reached into the power houses of the world, and it connects you by its own live wire, each week, with the great forces which are remaking the nations of earth and changing the destinies of humanity.

THE LITERARY DIGEST stands close to the "Flaming Forge of Life," and out of the white heat of a world's mighty labors, and strivings, and discussions, it brings to you, week by week—

"Each Burning Deed and Thought"



The Literary Digest

FUNK & WAGNALLS COMPANY
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