

# 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 men and have refused International support.

For this reason it has become necessary to issue THE LITERARY DIGEST *without the assistance of typesetters*. We believe 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 the "Digest" for October 25th 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 25 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

Red Forces Disrupting American Labor

Effects of the Printers' Strike

What the Soft Coal Miners Want

Australia's Future in Anzac's Care

Germany's Game in the Baltic Region

Japanese Proposal for Free Korea

A Turkish Remedy for Race Conflicts

Rise of the Soviet Press in Russia

Cement Cracks to Foretell Earthquakes

Camouflaging the Old Uniform

The Enforcement of Prohibition

Points on Soda Water

Women's Work in the "Y"

American Preachers in England

A Plan to Solve the Negro Problem

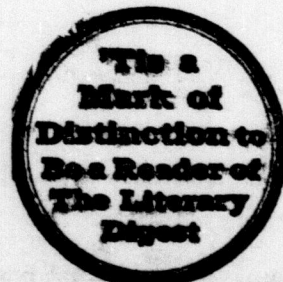
Immunity of City Dwellers

Electricity in the Bath

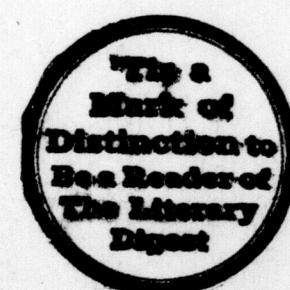
Pontoon Building in '62

New Meaning of the "Almighty Dollar"

IF YOU CANNOT GET IT AT THE NEWSSTAND SEND 10 CENTS TO THE PUBLISHERS FOR A COPY



# The Literary Digest



FUNK & WAGNALLS COMPANY (Publishers of the famous NEW Standard Dictionary), NEW YORK.