

Is The Literary Digest in the Pay of the German Kaiser?

A few Canadian newspapers, with more of a desire to be reckless than to be right or truthful, have, we feel, with malicious intent, published calumnies of the basest description, reflecting upon THE LITERARY DIGEST.

These newspapers have asserted that this well-known weekly has been "subsidized by German gold," that it has gone "into the service of the German Kaiser," that it is "under German control," and that "German bribe money has made it an organ for the spread of German culture." Then, assuming that Canadians are so soft-headed that reading THE LITERARY DIGEST will straightway destroy them mentally, they warn the Government against its admission to the Dominion.

The publishers of THE LITERARY DIGEST unqualifiedly and unreservedly brand as absolutely false in every detail each and every one of these charges, or any others that have been made or may be made of a similar nature. There is not one scintilla of truth in them.

The business direction and the editorial policy of the magazine are precisely the same to-day as they have been for the past twenty-five years. It is published by Funk & Wagnalls, Americans for generations, who have a world-wide reputation as publishers of the New Standard Dictionary of the English Language, and other famous English reference works which are in the libraries of every intelligent family in Canada.

THE LITERARY DIGEST circulates as widely and freely in England and France to-day as it did before the war commenced, not a single protest having been heard. It has remained for an insignificant coterie of the Canadian press to attempt to exercise paternal guardianship over Canadian people by decreeing what they shall and what they shall not read about the war. We are very much mistaken if broad-minded Canadians will relish, let alone countenance, such a relationship, once they know all the facts.

The Kaiser is Not Paying Our Bills

One of these journals plumbs the depths of the ridiculous when it sneeringly asks why we are making such a lavish expenditure of money in advertising in Canadian newspapers, unless this money has been furnished by the Kaiser!

While such a statement scarcely deserves answering, we shall not overlook it.

Why This Advertising Campaign Now?

Every intelligent man knows that advertising is the life-blood of any business, and with all modesty, we admit that legitimate and judicious advertising has always been our custom, and has been, in fact, a potent factor in achieving any commercial success which we may now enjoy.

The advertising that we are doing in Canada is merely an extension of a campaign which was inaugurated in the United States *before* the war began and which has been extended to Canada, because in these times such an impartial journal as THE LITERARY DIGEST should be in greatest demand by the great masses of Canadians, vitally concerned as they are in the fearful struggle, and eager as they naturally are for reliable news from all sides of it. Therefore, every dictate of common "horse-sense" and good business logic prompts us to remind the Canadian people of this fact. That is our reason for this advertising and our only reason—and we are paying the bill cheerfully out of our own pocket.

Why We Have Not Yet Resorted to Legal Process

Knowing the utter falsity of these newspaper imputations, and the construction that may be placed upon them by some of our friends throughout Canada, it has not been an easy matter to rest quietly under them. We realize, however, the high tension under which all the people of the Dominion, including newspaper editors, are laboring at the present time; we realize that nearly 50,000 of Canada's young men are in Europe or on their way there prepared to fight shoulder to shoulder to uphold the principles of loyalty and love of the mother country which every real Canadian feels. We do not forget the anxiety for these loved ones that shadows

many homes from Halifax to Vancouver. Were it not for these considerations and the fact that these absurd, yet annoying, charges would inflict their injury upon us long before they could be checked by legal process, we should rest our case with the Canadian courts to bring these detractors to justice. However, we are pursuing a "watchful waiting" attitude before advancing towards this means of redress. In the meantime

The Literary Digest Will Give \$10,000

Divided as Follows:

\$1,000	to the	Canadian	Patriotic	Fund of	Toronto
\$1,000	"	"	"	"	Ottawa
\$1,000	"	"	"	"	Winnipeg
\$1,000	"	"	"	"	Hamilton
\$1,000	"	"	"	"	Quebec
\$1,000	"	"	"	"	Edmonton
\$1,000	"	"	"	"	Vancouver
\$1,000	"	"	"	"	Halifax
\$1,000	"	"	"	"	Montreal
\$1,000	"	"	"	"	St. John

Under the simple condition that any or all of the newspapers which have so recklessly slandered us will come forward with evidence that will prove to the satisfaction of the Canadian Newspaper Press Association:

That the editors or publishers of THE LITERARY DIGEST have ever received, directly or indirectly, a German mark, a British shilling, a French franc, or a Russian copeck, or other money of any kind or in any amount for the purpose of influencing anything that has been said or left unsaid in the columns of THE LITERARY DIGEST.

Now is the time for these newspapers to convince their readers that their charges have been based on evidence or have been uttered simply to poison the mind of the Canadian public against THE LITERARY DIGEST. By making good their assertions they can also add a material contribution to the cause for which they are presumed to have such a zealous regard.

Ringing Words From a Canadian Editor

The big, fair-minded Canadians who have been reading THE LITERARY DIGEST for many years will doubtless agree with the editor of the Saskatoon "Phoenix" who says: "The outcry against THE LITERARY DIGEST is evidence of sheer bigotry and stupidity. As a collector and condensor of universal opinion, it is one of the most valuable magazines published on the Continent. It is of inestimable value to the eager but busy reader, to the student of world politics, to the man whose business it is, or who makes it his business, to know the trend of opinion and events throughout the world. Those who profess to find pro-German and anti-British sympathies in THE LITERARY DIGEST are gifted with a preternatural instinct for discovering what their prejudices desire."

Get the Literary Digest This Week!

We urge those of the Canadian public who are not familiar with THE LITERARY DIGEST to commence reading it now! They will find in it *all sides* of the war impartially reported. They will also find that the same policy extends to all other topics of world interest, politics, science, invention, commerce, literature, religion, amusements.

Get this week's number at your newsdealer and learn what an interesting and helpful publication this will be to you.

If for any reason your newsdealer does not carry THE LITERARY DIGEST or if you are living distant from a city or town send to the publication office (354 FOURTH AVENUE, NEW YORK) the sum of \$3.85 and your subscription will be entered for one year (52 numbers). The publishers make this guaranty: If at the end of two months you should wish to cancel your subscription a notice to this effect will bring you by return mail the full amount paid (\$3.85).

The Literary Digest

FUNK & WAGNALLS COMPANY (Publishers of the Famous NEW Standard Dictionary of the English Language) NEW YORK