

The Twinkle in Two Million Eyes

FOR four long years the men and women of the world have gone about their daily tasks weighed down with fear.

Men have hated the summons of the telephone, the message of the telegram; women have worked with double intensity, first from a consuming eagerness to win, and also because they knew that those who

work the hardest have the least time in which to dread.

From forty million homes the sons and brothers and fathers have gone out to fight; and they who stayed behind have known that millions of them never could return. It has been for every land a long, dark night of bitterness.

And yet—

HERE IS THE MARVELOUS FACT—a fact that gives new cause for pride in this humanity of which each one of us is part. *Even in its darkest hour the world has never once forgotten how to smile.*

From every corner of it, from papers and magazines in every land and language, there has come piercing through the blackness the blessed gleam of mirth.

Mingled with the somber undertone of suffering, the tinkle of fresh laughter still has lived. Men have thrown themselves at death, with gladness on their lips; and other men with heavy hearts have hidden their grieving underneath a smile.

It will be an inspiring chapter in the history of the war—this miraculous power of men to lift their load of bitterness with mirth.

It was the secret that carried Lincoln serene through trials that would have crushed another man; it is a secret that the million LITERARY DIGEST readers have discovered and that other millions of thoughtful men and women of America ought to learn.

No single group of men provides the humor that keeps the twinkle in the eyes of these million men and women. Their laughter springs from the four corners of the earth—from papers and periodicals of every clime and tongue, which each week

are read and drawn upon to fill the teeming pages of THE LITERARY DIGEST.

This "Digested" humor has so caught the popular fancy that, with the cooperation of the famous Pathé Company, it now appears on the screens of hundreds of the high class motion-picture houses as a feature of the weekly program, as well as in the many Keith Vaudeville Theaters. The little pithy paragraphs—shrewd, patriotic, witty—are shown under the title "Topics of the Day Selected from the Press of the World by THE LITERARY DIGEST." No doubt you have seen these "Topics" and you know that they are one of the most popular of the regular program features.

While DIGEST readers laugh at the cartoons, and the humor and wit that run through the pages of this magazine like little veins of gold, their enduring appreciation of it rests on the solid worth of its news contents. The readers find that by devoting an hour a week to THE DIGEST they are kept accurately informed on all important world events—on all the vital happenings in the great fields of politics, of science, of literature, of art and music, of religion—on the opinions of the leading men of all lands. Readers find that by excerpt, by quotation, by translation, by a boiling-down and condensation of the news as recorded in five thousand leading newspapers and periodicals, THE

LITERARY DIGEST gives them a comprehensive, balanced, well-rounded, and world-wide view that they can not gain from any other single periodical.

You may recognize these million DIGEST readers; the mark of their distinction is plain upon them. They are the men and women in every company who are the best informed, to whose opinion the other members give always first consideration.

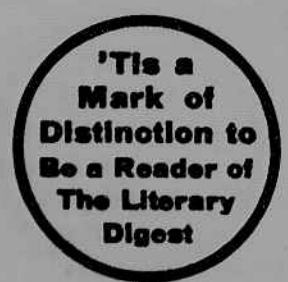
You may know them by their breadth of understanding—and you may know them also by the twinkle in their eyes.

They have weighed the world, with all its problems and discussions, in their hands; and, knowing all its responsibilities, they still have kept the good secret of Lincoln's strength—the fine capacity to laugh.

Why not join this chosen company to-day—this very hour? Why not share with them the distinction of being so much better posted than the average of men; of being a citizen of the new world, familiar with all its changing phases?

And why not learn with them, also, the joy that comes to those who start each new week with twinkling eyes, because they carry with them the laughter of the world?

The path to this companionship is easy; it runs out from every corner news-stand. Stop now, while you think of it, at the next street corner; drop a single dime, and pick up THE LITERARY DIGEST.



The Literary Digest

