

WHO WILL BE PRESIDENT?

Secret Ballots Are
Now Being Mailed to

FIFTEEN MILLION VOTERS

The Returns, from All the 48 States, as They Are Recorded from Week to Week in The Literary Digest, Will Show, Weeks before Election, the PROBABLE VICTOR

**THIS IS THE GREATEST PRE-ELECTION POLL
EVER TAKEN IN THE UNITED STATES**

THE LITERARY DIGEST, at its own expense, and with the absolute impartiality which is now universally recognized as its unvarying policy, is mailing individual Secret Ballots to Fifteen Million men and women voters of all classes and occupations throughout the United States—more than half the total Presidential vote of 26,674,171, cast in the last national election, in 1920.

Every ballot is mailed in an envelop, personally addressed with pen and ink, and delivered through the United States Post-Office directly to the voter addressed. Return postage on the ballot is prepaid, and the voter has only to place a X before the printed name of whatever one of the eight Presidential Candidates he wishes to vote for, with no mark to identify the voter, and then drop this Secret Ballot in the nearest letter-box or post-office. Thus every vote cast is the absolutely free, uninfluenced, secret choice of the voter, unknown to anyone but the voter himself or herself.

How Will NEBRASKA Vote?

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316,874 Citizens in Nebraska
and the Returns will be Tabulated
from week to week

The Fifteen Million Ballots are mailed to ALL CLASSES OF VOTERS in all States and all communities in the nation. They include business men, railroad conductors, engineers, firemen, trainmen, bankers, manufacturers, clerks, carpenters, plasterers, plumbers, contractors, painters, mechanics, builders, coal miners, printers, superintendents, steel-workers, policemen, letter-carriers, 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, newspapermen, dentists, teachers, architects, musicians, house-keepers, etc., in short, all the classes of men and women who make up the voting population of the Nation.

THE LITERARY DIGEST'S great National Polls have come to be one of the most important features of the country's political life, and the results of this greatest of all such Polls will be awaited with intense interest by millions of citizens, including all political leaders, and the candidates themselves.

Read the First Significant Returns in This Week's "Digest"

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Beginning this week, September 20th, the returns from this great National Poll will be recorded, summarized, and analyzed, State by State, through successive numbers of THE LITERARY DIGEST up to Election Day. After that, full reports and comparisons of the official vote will be made. Digest readers, of course, will get these reports 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

people in the election and acted upon by Congress in the months to come.

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 newspapers 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 partizanship, the real state of the Nation's mind, the real facts affecting all issues, and the progress of all the great problems of the world toward settlement.

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