



WHAT is finer than the smell of bacon frying in the open air? Every man who has camped knows it, and there are thousands who have had camping or picnicking experience. To them this advertisement, taken from the inside cover page of a recent number of *The Outlook*, will appeal. Not much copy was needed, because the picture does most of the work without words. The very cleanliness of the scene makes one think that the Premium Bacon itself must be clean and wholesome.

A Split of  
*White Rock*  
and a  
dash of lemon  
a thirst quencher  
Mildly Alkaline



THE advertising agency sent a cut to *The Fourth Estate* containing some heavy black type. Ernest F. Birmingham, who is something of a crank on the subject of typography, and whose paper has never in its twenty-one years varied from its strict rule confining the advertising display to Caslon Old Style, including italics, set the advertisement in Caslon and showed the proof to the advertising man. Corner position had been asked for, but Mr.

Birmingham suggested that an inside display was better, inasmuch as the reading matter would act as a frame for the advertisement, which had much white space in it. "We have recently been watching the great deterioration of the columns of the New York newspapers," writes Mr. Birmingham, "particularly in the classification of steamships, etc. We noticed that one steamship line had its name cut in white on a black slug. Shortly

afterward another followed suit, and in the course of a few weeks all the advertisements under that classification were gotten up on the same plan. This only goes to show that the only purpose served by permitting a monstrosity of this kind to one advertiser is to enable him to dominate his neighbors for one issue. Immediately they get busy and do the same thing, and then conditions are relatively the same as they were in the beginning."



"A strong picture is worth ten thousand words."—  
Arthur Brisbane

Pages of words cannot make you *see* a thing like the Eastland disaster.

The mechanical accuracy of one photograph drives it home. You can *see for yourself* the way the fifteen hundred excursionists were drowned within a few feet of land.

Words may be changed to fit the bias or emotion in the writer's mind, or to fit some evolution in public taste and thought; but the photograph must ever remain the most human, complete and accurate method of making the public *see for itself* the vital news of the world

For 3100 consecutive weeks Leslie's has brought to its readers the news of the world through *pictures*; and the close of its sixtieth year finds it still adding to and speeding up a service already unmatched in the periodical field

**Leslie's**  
*Illustrated Weekly Newspaper*

LUTHER D. FERNALD, ADVERTISING MANAGER  
CONKLIN MANN, EASTERN MANAGER  
F. F. BUCKLEY, WESTERN MANAGER

ADVERTISING men must surely know that Brisbane is right when he says "A strong picture is worth ten thousand words." The daily newspapers that give their readers the most pictures have the largest circulations. *Leslie's Weekly* would be successful if it never contained a page of type. Its illustrations make it. Mr. Fernald goes so far as to use pictures in his letters to prospective advertisers. You may love a Bruce Rogers type-page, but Molly Mulligan and Herman Grossman want pictures with life in them. That is why the movies are making millions for men who understand the desires of the multitude. It is better to be a ditchdigger and pay your way than to be a high-brow professor whose wife pays the grocer and butcher. Art, if it is to win the respect of people who are doing things, must be self-supporting. *The Atlantic Monthly*, without a single illustration, has a circulation of 35,000. *Leslie's*, with pictures on every page, has ten times that number of buyers. The advertiser who wants to reach the masses should use type when a picture cannot be found to do the work—not otherwise. This may be heresy, but it is good business.