

FRANK'S GREAT ADVERTISING CAMPAIGN AND WHAT HAPPENED TO THE FOURTH OF JULY GRAND PRIZE.

By Arthur Morgan Langworthy

FRANK WILLIAMS and his younger brother, Bill, were among the crowd gathered around the melancholy remains of the dirigible balloon Zepher, which had come to the usual sad end of its kind—total smash.

Some clever advertising man had adopted the novel idea of having a balloon constructed with the "balloon envelope" or gas bag in the form of a long brown loaf of Vienna bread. On either side of the loaf was painted in big white letters "Eat Zepher Bread."

The aeronaut's instructions were to make an ascension at every county fair in the state. He threw out 1,000 sealed envelopes on each ascent. One envelope contained a check for \$25, nine other envelopes had checks for smaller amounts down to \$1, while the remaining 890 envelopes contained advertisements of the bread. The plan so far had been a tremendous success. Every farm hand, every country boy and girl in the state had been engaged in chasing the fluttering white envelopes as they came sailing out of the sky.

"Bill," said Frank, "now I want to ask you, as a good businessman, what does our lemonade business need? You know how hard we've worked ever since Uncle Mark let us build our stand down on the common. Trade is getting worse and worse. Next Wednesday'll be the fourth of July and there'll be a lot of people out at the fourth of July games on the common, and I say that'll be our chance to make good."

The first public move in the new scheme occurred when the following notice appeared in the Clarion, the village paper:

GRAND FOURTH OF JULY BALLOON ASCENSION!

You are invited to be present at the inaugural ascent of the Balloon ZEPHERINO.

Don't fail to see this marvelous spectacular event, and share in the shower of good things.

FREE FROM OUT THE SKY!

Ascent at 10 a. m. Wednesday, July 4 next, at Williams & Co's Stand, on the Common.

PRIZES! PRIZES! PRIZES!

The days swiftly passed until the morning of the fourth dawned.

Frank's "ad" campaign must have had some effect, judging from the crowd of children who began to collect early around the front of his stand.

The throng of spectators gathered around Frank, who delivered a little address in which he briefly thanked them for their interest and a dance, and then he got right down to business.

"Ladies and gentlemen, it's not for pure pleasure we have patriotically assembled here this glorious fourth, it's for mutual profit; you're going to get something out of it—and so am I. All

hands—ready to inflate!"

"All hands" consisted of Bill and Joe Wheeler, another of Frank's trusted confidants, who sprang to the flat round pile of tissue paper resting on the ground. This was the balloon envelope. Joe, who was very tall for his age, lifted up the top and slowly straightened to his full height, while Bill pulled down the bottom. As the folds of the balloon envelope straightened out the onlookers began to shout.

"Why, it's a lemonade glass!" and, sure enough, Frank had taken the hint from the Zepher, whose loaf of bread shaped envelope made such a hit. Frank had constructed the Zepherino in the form of a glass. It was simple enough to make by using a small barrel hoop as a bottom frame to paste his tissue paper around, leaving the inside of the hoops open. The top framework of the balloon envelope consisted of a large barrel hoop, just as a glass is larger in diameter at top than bottom. This was roofed over air tight with a strong layer of white tissue, which overlapped the edges and extended six inches down the sides, which represented the lemonade in the glass. (See drawing.) On the yellow part was pasted in big red paper letters: "DRINK ZEPHERINO LEMONADE."

A wire stretched across the center of the bottom hoop had a closely wrapped roll of cotton rags around the middle of it. This roll was soaked in alcohol, and when lighted the hot air would rush upward into the balloon envelope, thus inflating it and causing it to rise.

Then Frank brought the next object of interest in the balloon's equipment before the admiring crowd.

"There are five prizes somewhere among those 50 envelopes, ladies and gentlemen—prizes that you can bet will make your mouth water. And summer days are getting! Think how thirty you all are! These prizes just hit the spot. One prize of one drink of the famous 'Zepherino' lemonade, one prize of three drinks, one five, one 10 and the grand fourth of July prize—it's well worth striving for—50 drinks!"

Then Frank started to attach the prize basket to the balloon, leaving his hearers stunned by the magnitude of what they stood to win. By looking at the picture you will see how Frank arranged for the discharge of the envelopes in the air. Figure 1 shows the basket and its four weights, at each corner, attached to the balloon. Figure 2 shows heavy cords also soaked in alcohol, burned away, and how the four corner weights caused the basket to overturn in the air and spill out its contents.

Space forbids going into the thrilling details of the successful ascent of the Zepherino. Frank's plans succeeded perfectly. The Zepherino rose to a height of several hundred feet and then floated across the common and out over the prairie followed by the shouting crowd of children, all waiting expectantly for the great moment to arrive when they would scramble for the prizes.

Finally, above Deacon Hunter's farm the cords burned through. Down



The Excited Boys and Girls Chased Those Fluttering Envelopes

dropped the envelope basket, out pitched the envelopes, and the strong breeze carried them in all directions. The flying balloon was completely forgotten in the rush and disappeared a speck in the distance. You can imagine what a time there was then as the excited boys and girls chased those fluttering envelopes, leaping into the air to catch them as they fell. At last, after several fights among the bigger boys, the envelopes were all pounced on, the lucky winners of four prizes gleefully announced their discovery, while the rest envied them. Then

came the question, Who won the grand prize? No one could answer. The grand fourth of July prize was missing! After a 15 minutes' hunt a shout came from the direction of Deacon Hunter's cow pasture, and the crowd rushed over there, to find one of the small boys pointing to what was undoubtedly the missing envelope. It lay on a small white square on the grass about 50 yards from the fence. But why didn't that small boy get it? It wasn't because he didn't want to. Oh, no. But he had a mighty good reason.

This was the deacon's big bull, Black Pete, whose aversion to intruders was extremely well known to the youthful population of the neighborhood.

Black Pete stood guard before the fence, his little red eyes glowering wickedly at the children behind it as he snorted and pawed the ground.

"Well, there's the grand prize! Why don't somebody go and take it!" laughed Frank. I am afraid, rather sarcastically. No one moved. Black Pete had too much of an aerial reputation. Not that he did any ballooning,

but he had helped a boy ascend as high as a tree once, and nobody seemed to want this kind of fourth of July ascension such as they were interested in ballooning.

This disgusted Frank, who told the crowd what he thought of their bravery and then announced he'd do it himself. The crowd, acting under Frank's orders, quietly disappeared, leaving Frank hidden behind the fence. Then he ran along the main trees and again approached the field, this time from the opposite side, yelling and hooting, to attract Black Pete's attention.

They did. Black Pete galloped across the narrow pasture, bellowing defiance at what he thought was a new attack on his home privacy. This gave Frank his chance; he climbed the fence and darted toward the envelope, reached it, hastily crammed it into his coat pocket and started to return. So did Black Pete, who must have had eyes in the back of his head. Frank never knew a bull could run so fast before. A great roaring cry caused him to look over his shoulder about 50 feet from the safety of the fence.

Black Pete had nearly reached him. Then Frank played matador. He had no chance to gain the fence now. Quick as a flash he peeled off his jacket and dodged to the side, throwing the coat over Black Pete's head as he rushed at him. Frank started to run again, but the coat on Black Pete's horns suddenly rocketed into the air, cleared the fence a flying tangle of working arms and legs and landed on the turf with his breath completely jarred out of him, but fortunately unhurt.

Frank quickly recovered his scattered senses and watched Black Pete circling round and round the field with the coat in the pocket of which was the grand prize, on the great problem suddenly dawned on him. He pulled out his watch, which still ticked away in spite of the late shock, and addressed the crowd:

"I see Black Pete is still hanging on to the grand prize. Now, I want to be fair. I'll give you fellows half an hour to take it. If by that time no one has taken it, I declare Black Pete the winner!"

A big howl arose at this. Frank was again accused of unfairness, a charge which he indignantly spurned. The half hour was consumed in bickering and squabbles. Frank denied he intended to evade giving the prize, but refused to explain what watch in hand, he solemnly declared Black Pete the winner. It was a most unpopular decision, if the groans of the disappointed contestants meant anything.

What! A bull drink lemonade? Frank stoutly maintained no bull would refuse Zepherino, and, accompanied by the crowd, marched back to prepare for payment. He found Bill, whom he had left to run the stand, doing a great business. Then the story of the Zepherino was spread all over the village, and by the time Frank was ready to fetch Black Pete his first installment he had almost to fight his way through the crowd of laughing spectators.

Probably no bull ever had a more appreciative audience to see him take his first drink of lemonade. If Frank had any doubts as to Black Pete's fondness for the refreshment they were dispensed, amid the cheers of onlookers, as Black Pete trotted up to the bucket on the grass and, after an inquiring sniff, gulped down the whole bucketful.

Frank's great day of financial triumph ended gloriously; only with the last sputter of the fireworks, for the Evening Clarion had printed one of the funniest stories about Frank's enterprise ever put in the paper. And this boom business was that Frank had put on an extra force to help him out that night. Business even continued to be so good after the fourth that he and Bill opened a second stand in the village. And it must have been a wise move, for up to date there is a steadily increasing demand for "Zepherino, the great bull tamer lemonade."



FIG. 1



FIG. 2

The Zepherino Was Built in the Shape of a Lemonade Glass

WINNERS OF THE JUNIOR PAINT BOX PRIZES

HERE is the picture of the girl and the "noisy fourth" and another fine chance for the artistic and industrious younger junior to do some more beautiful coloring. The children wading on the beach brought a very large number of lovely pictures to the office of The Junior Call, and the editor hopes to have even more next week.

This picture work is for the younger juniors only, those who are 10 years of age and younger. Twenty paint boxes will be awarded to 20 pictures most artistically and neatly colored.

Color your picture as quickly as possible and mail it to the editor of The Junior Call, so that it will arrive not later than Wednesday afternoon, as pictures received after that time can not be used.

This is the picture to be colored. Paint it in water colors or crayon and send immediately to the Editor of the Junior Call



Name Age

Address

- Goldie Marcuse, 279 Ninth street, San Francisco, age 9 years.
- Gerald Mulleny, 2105 Howard street, age 9 years.
- Eileen Cregan, 1163 Treat avenue, age 7 years.
- Walter Phillips, 1170 Treat avenue, age 7 years.
- Ruth Westlund, 811 Santa Clara avenue, Alameda, age 8 years.
- Thilde Crocker, Lincoln, age 8 years.
- Elsie L. Riccilli, age 10 years.
- Arthur Stycer, 4144 Gilbert street, Oakland, age 9 years.
- Elizabeth Peplin, Fitchburg P. O., age 7 years.
- Edmund O'Connell, 64 Carmelita street, San Francisco, age 8 years.
- Maybelle Lynch, 1119 Ocean avenue, Ingleside, San Francisco, age 10 years.
- Cornelius Hayden, 2615 Twenty-fifth street, age 9 years.
- Edward Breith, Santa Clara, age 7 years.
- Madeline Oregon, 1163 Treat avenue, age 10 years.
- Alice Day, 469 Arkansas street, San Francisco.
- Amelinda Snyder, 178 Highland avenue, San Francisco, age 9 years.
- Edwin Heisel, 1900 Turk street, age 7 years.
- Mabel Livermore, box 98, Livermore, age 10 years.
- Camilla Malone, Palm avenue, San Rafael, age 10 years.
- Elizabeth Crocker, 401 Clayton street, age 10 years.
- Veronica Liqueur, Agnew, age 10 years.
- John Kane, 864 Haight street, San Francisco, age 5 years.
- Duncan Fitzgerald, 1923 Folsom street, San Francisco, age 10 years.
- Francis William Robertson, 242 Fifth street, West Berkeley, age 8 years.
- Fred Northon, 6511 Raymond street, Oakland, age 10 years.
- Martha Berta, 29 John street, San Francisco, age 9 years.
- Thelma Beinholt, 73 Sharon street, San Francisco, age 8 years.
- Elizabeth Rhyner, 1505 Kentucky street, age 9 years.
- Allegria McLean, 2247 Dwight way, Berkeley.
- Ruth Carr, 3171 San Antonio avenue, Alameda, age 9 years.
- Mildred Craker, 881 Twenty-seventh street, Oakland, age 9 years.
- Genevieve Lenehen, California hotel, San Francisco, age 9 years.
- Maurice Conklin, 1318 Twelfth avenue, Sunset district, San Francisco, age 10 years.
- Louis White, 7935 Virginia street, Berkeley, age 9 years.
- Lois Dreschler, Sausalito, age 10 years.
- Rodney Eschenburg, Gilroy, age 10 years.
- Christian Grutzmacher, 1349 Eddy street, San Francisco, age 8 years.
- Henry Segalas, 285 Ninth street, San Francisco, age 9 years.
- Collina Peterson, 4080 Twentieth street, San Francisco, age 10 years.
- Cecil Barker, 408 Clement street, San Francisco, age 9 years.
- Ruth Morris, 1424 Lake street, age 8 years.
- Virginia Rucher, 1209 Bonita avenue, Berkeley, age 8 years.
- Eloise Hellwig, Alvarado, age 7 years.
- Emory Bell, 2714 Durant avenue, Berkeley, age 8 years.
- Myrtle Levin, Snell avenue, P. O. Elmhurst, age 9 years.
- Gertrude Witzel, 4321 Twenty-third street, San Francisco, age 6 years.
- Carrie Palmer, 1536 Morton street, Oakland, age 10 years.
- Irene McCarthy, 1194 Treat avenue, age 9 years.
- Bernardine Ahern, Menlo Park, age 7 years.
- Olive McDonnell, 916 Fourth avenue, East Oakland, age 9 years.
- Doris McMillan, 422 Hepburn street, San Francisco, age 9 years.
- Ruth Cooper, 860 Fifty-eighth street, Oakland, age 8 years.
- Alice Woods, 5 West Willow street, Stockton, age 7 years.
- Doris McMillan, Burlingame, age 7 years.
- Lucy O'Dell, 260 Sadowa street, San Francisco, age 7 years.
- Dorothy Beach, 110 Sunnyside avenue, Oakland, age 9 years.
- Madeline Foley, 1535 Tenth avenue, Sunset district, San Francisco, age 6 years.
- Lucy Miller, 1710 Francisco street, Berkeley, age 5 years.
- Elizabeth Adst, Vacaville, age 8 years.
- Eleanor Sater, 4070 Twenty-fourth street, San Francisco, age 7 years.
- Lorraine P. Hendry, 1528 Morton street, Alameda, age 8 years.
- Emily Moque, 1577 Pine street, San Francisco, age 10 years.
- Vera Winterberg, 278 Fourth avenue, Richmond district, San Francisco, age 9 years.
- Estella Coutts, 1435 Shotwell street, San Francisco, age 9 years.
- Gertrude Polk, 151 Page street, age 9 years.
- Ruth Lakin, 453 Addison avenue, Palo Alto.
- Vivian Aspellin, Sausalito, age 6 years.
- Dorothy Ewell, 33 Seabright avenue, Santa Cruz, age 10 years.
- Viola Hinckman, 3013 Wheeler street, Berkeley, age 10 years.
- Grace Cooper, 570 Thirty-seventh street, Oakland, age 5 years.
- William Crutcher, R. F. D. No. 5, box 10, San Rafael, age 9 years.
- Ethel Morrison, 553 Oak street, San Francisco, age 10 years.
- Leonard Johnson, 272 Second avenue, age 9 years.
- Mark Chelman, Rust P. O., age 10 years.
- Helen Hebelin, 1143 Francisco street, West Berkeley, age 5 years.
- Frances Frank, 2545 Bryant street, age 10 years.
- Charles Short, 538 Point Lobos avenue, San Francisco, age 10 years.
- Cecilia Donnelly, 471 Castro street, San Francisco, age 9 years.
- Gloss Raymond, 245 Cumberland street, age 10 years.
- Ione Connell, 246 Diamond street, age 8 years.
- Nat. R. Holmes, 1205 Ninth street, Alameda, age 10 years.
- Pearl Smith, Pleasanton, age 10 years.
- Lella Crouch, Callistoga, age 4 years.
- Madeline Galloway, box 81 1/2, Santa Cruz, age 9 years.
- Grace Frank, 37 Carl street, San Francisco, age 9 years.
- Alice Englund, Fitch avenue, Elmhurst, age 10 years.
- Yvette Kessel, 433 Twenty-second street, Merced, age 10 years.
- Marie Merrill, Redwood City, age 7 years.
- Jennie Gales, Sausalito, age 10 years.
- Alice Gales, Sausalito, age 9 years.
- Beatrice E. Lorr, 229 Boise street, San Francisco, age 7 years.
- Richard Parker, 1257 Masonic avenue, San Francisco, age 7 years.
- Jose, age 10 years.
- Dora A. McDonald, Modesto, Spencer avenue, age 7 years.
- Florence Green, 1811 Michigan avenue, Elmhurst, age 7 years.
- Hillman Studley, 612 Tenth avenue, R. D. San Francisco, age 10 years.
- Leonard Weeks, 814 Tenth street, Modesto, age 10 years.
- Freda Hazen, box 935, Chico, age 9 years.
- Ellwood Davis, Ocean View, station L, San Francisco, age 8 years.
- Wesley Marshall, Chico, Nottlemann building, age 10 years.
- Louise Harper, 3527 Twenty-second street, San Francisco, age 6 years.
- Beatrice E. Lorr, 229 Boise street, Berkeley, age 10 years.
- Alice Irene Cooper, Hayward, P. O. box 665, age 10 years.
- Helece McKenna, 1315 Buchanan street, age 7 years.
- Dorothy Mackay, 80 Serpentine place, age 9 years.
- Clinton Willey, Willows, age 7 years.
- Violet Greenfield, Valley Ford, age 8 years.
- Ralph Puray, Lindsay, age 9 years.
- Minnie Rae, Colma, age 9 years.
- Dorothy Wright Sloan, 2 1/2 E. Sonora street, Stockton, age 7 years.
- Margaret McCall, 2635 S. attack avenue, Berkeley, age 6 years.
- Robert Gemetti, Marrinez, box 133, age 8 years.
- Kathryn Hinds, 931 Monterey street, Vallejo, age 10 years.
- Pearl Cooper, 7413 Leavenworth street, San Francisco, age 8 years.
- Winnifred Ashe, 483 Frederick street, age 10 years.
- Willie Vierra Jr., 180 Noe street, San Francisco, age 8 years.
- Cary L. Edsley, 294 James street, Modesto, age 10 years.
- Eugene Orme, 1234 Myrtle street, Oakland, age 9 years.
- Edith Breteville, 1741 Walnut street, Berkeley, age 10 years.
- Viola Heifer, 576 Thirty-seventh street, Oakland, age 7 years.
- Hazel Hoffman, 902 Oak street, San Francisco, age 10 years.
- Lucy Pease, 129 Broderick street, San Francisco, age 9 years.
- Madeline Hopkins, 38 Albert lane, San Francisco, age 8 years.
- Geneva Crowell, Livingston, age 10 years.
- Hazel Churchman, Sebastopol, age 7 years.
- Kathleen I. Barden, 519 Thirty-fifth street, San Francisco, age 7 years.
- Edwin Chapin, 29 Westlake avenue, Watsonville, age 9 years.
- Edwina Pratt, 274 North Fifth street, age 10 years.
- Genevieve Hunter, San Anselmo, age 9 years.
- Isabella Sunder, 1471 Ninth avenue, San Francisco, age 9 years.
- Alfred Galbraith Sausalito, age 7 years.
- Dorothy Haskell Maret, 309 Sacramento street, Redding, age 8 years.
- Vivian Sengler, R. D. 72, Santa Rosa, age 7 years.
- Thomas H. Cook, Napa, R. D. 2, age 8 years.
- Margaret Poage, Ukiah, age 7 years.
- Leslie Goddard, 399 Shotwell street, San Francisco, age 6 years.
- Robert Goddard, 399 Shotwell street, San Francisco, age 7 years.
- Harry Alfred Goddard, 399 Shotwell street, San Francisco, age 7 years.
- Muriel Josephine McConlogue, 308 Main street, Benicia, age 7 years.
- Kathleen Gressler, 268 Second avenue, Richmond district, San Francisco, age 10 years.
- Hortense Jenevoin, San Bruno, age 7 years.
- Anna Regan, 382 Missouri street, Portrero, age 8 years.
- Florence Alice Young, 579 Thirty-ninth avenue, age 5 years.
- Rosevelt Tubbs, 38 Prague street, San Francisco, age 7 years.
- Vincent Street, Oakland, Twenty-third street, San Francisco, age 7 years.
- Bennett Ritchey, San Anselmo, age 5 years.
- Leo Sutton, 529 Thirty-first street, Oakland, age 10 years.
- Esther McIntyre Casey, 748 Shradler street, San Francisco, age 7 years.
- Marie Conger, South C, and Antoinette streets, San Rafael, age 7 years.
- Jrapp, Jr., McNamee Jr., Fish Rock, age 3 years.
- Mavis K. Allen, To males, age 8 years.
- Maybelle Angela M'chell, box 133, San Lorenzo, age 10 years.
- George Weide mann, 339 Eighth street, age 7 years.
- Emily Hilden, Dickie, 340 Twenty-fourth street, Oakland, age 10 years.
- McKinley Reynolds, Upper Lake, age 10 years.
- Cecile Herr Jen, 2327 West street, Oakland, age 7 years.
- Evelyn Compton, Princeton, age 6 years.
- Edna Miller, 1 Kentucky place, Portrero, San Francisco, age 9 years.
- Edith Beaman, 1396 Peralta avenue, Berkeley, age 10 years.
- Myrtle Leashy, 321 Valley street, San Francisco, age 10 years.
- Ronald F. Cook, Burlingame, age 7 years.
- Alice Wellin, 177 Highland avenue, San Francisco, age 6 years.
- Clarence B. Gandy, Spreckels, age 6 years.
- Winnifred McDermott, 617 Rhode Island street, San Francisco, age 7 years.
- Edith Moody, 197 Manzanita street, Ashland, Ore.
- Bernice Connelly, 2094 1/2 Sacramento street, San Francisco, age 8 years.
- Muriel Amaranth Boyson, Le Grand, age 7 years.
- Charles Robert Gallett, 3023 Cedar street, Berkeley, age 6 years.
- Ceres Hill, Concord, Chico, age 7 years.
- Edith Loren Johnson, 906 Sixth street, Chico.
- Rosemary Michael, Ferndale, age 7 years.