

5-21827

(3). TITLE:- AERIAL ADVERTISING.

Picture:- There were quite a number of airships, --
 --costing a lot for upkeep, but entirely useless as revenue --
 --producing propositions, until they decided to use them in --
 --this way. It's a well known fact --
 --that everyone looks up --
 --at an airship, so the --
 --Germans decided to commercialize the fact. The ship
 is ready to sail, and --
 --broadcast her message throughout the length and breadth of
 the country.

Let's take a little trip --

--in her. We're moving over the fields bound for Upper
Berlin.

The ship is in good hands, as gracefully --
--we sail over Berlin's Broadway.

Within a very short space of time --
--we see the Kaiser-Wilhelm-Memorial from a new angle.

And now for the --
--great wireless station, of which you've probably --
--heard. I don't know what --
--our ship is supposed to be --
--advertising this trip. But if --
--it's a remedy for "that sinking feeling", --
--they ought to carry samples ! This method certainly puts --
--advertising into the class of the higher arts !