FLIGHT PASSENGERS
By W. E. Hill

"Oh you bad boy! You forgot the safety belt again!" (Shouting into earphones, making big helping gestures with traveling salesman.)

"It's every day about planes and I'm wondering if you'll let him in the room where the controls are, so he can see how they work!"

"No, it's all right. He's with the fire department, you know." (Looking at the pilot with a sympathetic look.)

"Just two beautiful girls who have won a trip to California in a beauty contest. They expect a screen test in Hollywood.

A Helicopter That Works
By WAYNE THOMAS

CERTAINLY the most remarkable airplane in the world today—the plane that gives the most promise for safety, ultimate economy, and general all-around usefulness for the vast majority of people who never could fly high-speed craft with their proportionately high landing speeds—is the Focke helicopter.

From all accounts it is the perfect airplane, in operation. It takes off and lands vertically, but goes much higher in a slight backward motion. It can easily fly at night with the aid of a searchlight, which greatly simplifies its use. The Focke helicopter is not only safe, but it is much cheaper than any other airplane of comparable speed and efficiency.

The first problem was that of determining just what kind of landing screw would be used. The decision was made to use two rearward moving blades, with separate hubs and separate carrying structures, that were made in the interests of controllability and simplicity. The rearward screw was developed first, and then an auxiliary screw was added.

The second problem was the design and operation of the engine. The engine was a 725-horsepower two-cylinder piston. It gave 1,000 horsepower to the propellers, and the engines were set up in an undercarriage structure in the form of a "flying fan." The propellers were automatically controlled, and the machine was driven by a single propeller shaft. The first free flight was made on June 12, 1932.

To prove the craft's ability to perform without benefit of wind, Professor Focke had the machine demonstrated in a closed area. It rose vertically, flew the length of the hall, turned in its own length, flew backward, lowered near the rails, and then at the same speed, with the same skill, and then turned to the right.

Although the present plane has excessive weight and no streamlining, it has a faster rate of climb than the average fixed-wing plane or autogiro of similar power. "Cleaned up," it should have a top speed comparable to modern ships.

**LINES**

The ten-minute stop, showing passengers who want to get back on the plane waiting for the line with the others waiting on the gangway.

**ATTRACTION**

STAR IN TRUE COLORS. Sterling Holloway returns from Eddie Johnson's "Posse in the Sky" film shoot. The Focke helicopter, the "aerial unit" of the film, made a great hit, of course, with the Tribune "line-up" inside the movie studio—the only one of its kind in Chicago. Many of the new actors and actresses in To Tell the Truth were treated like color photo stars during a recent shooting trip to Hollywood to gather material for reproduction in full color in the Sunday Tribune.

WHERE THERE'S SMOKE, Albert Cassel (left), copy writer, and his assistants, Larry (center), pro sales rep., and Willard (far right), art director, weigh the Sunday Tribune Graphic sections in which Van Dyke cigars are now being featured in a series of full-page advertisements in color. Mrs. General Cigar advertising appears in the Tribune than in any other Chicago newspapers combined.

TO SELL HAMS, James C. Read (left), vice pres., U. S. Advertising Co., shows the Tribune's new, multi-page and multi-column, three-color, multi-page, full-page advertising portfolio of four-color line-page advertisements featuring Tender Made Ham. The Tribune appeared this week in the city of Chicago, and has been a great success. The advertising appears in all of the Chicago newspapers combined.

EXCLUSIVE CAMPAIGN. A. J. Bead (right), regional mgr., the Maytag Home Appliances Co., Chicago, and S. H. Read, advertising manager, the new Maytag washing machine presented in the comprehensive advertising campaign for the first time. The campaign includes a series of full-page advertisements in color. Chicago, Maytag newspaper advertising appears exclusively in the Tribune.