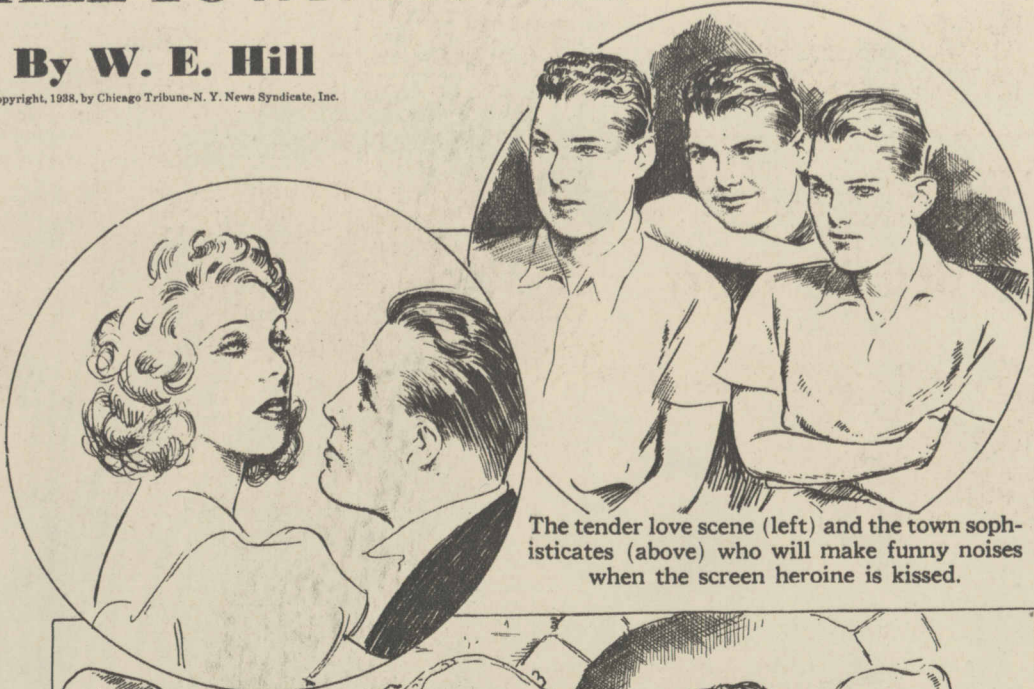


SMALL TOWN MOVIES

By W. E. Hill

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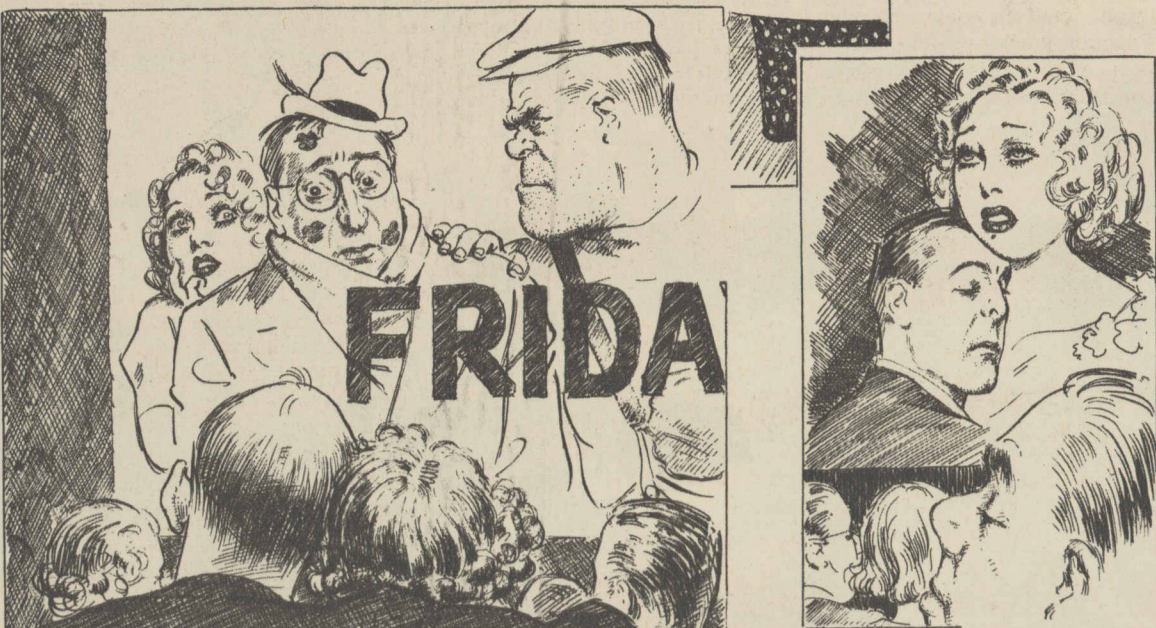


The tender love scene (left) and the town sophisticates (above) who will make funny noises when the screen heroine is kissed.

"Oh, Bob, say it isn't true!" (The Saturday night Western, showing the lovely ranch owner, her foreman, and the new cowpuncher. The foreman has accused the new hand of being none other than "The Winetka Kid," wanted for murder and other crimes. The new hand is really a government agent and he will show up the foreman in all his villainy pretty soon.)



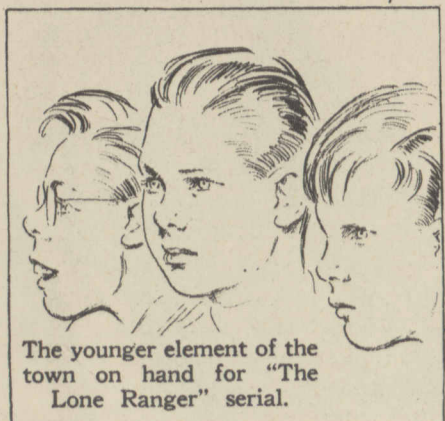
The popular drug store, after the picture show, where everybody who is anybody in the town's gay set gathers. This is where you hear all the Hollywood gossip. The boy in the foreground has it that "Gone With the Wind" is postponed until Shirley Temple is old enough to play Scarlett O'Hara, etc., etc.



FRIDA

"Why is it, lovey, that the previews are always so much better than the long films?"

Double Feature tragedy. Mr. Nimms fell asleep in the middle of "No More Nudes." When he awakes, "Chiseling Blondes" will be well under way and he will have a tough time trying to pick up the story of "No More Nudes."



The younger element of the town on hand for "The Lone Ranger" serial.



There's going to be a big falling off in patronage, now that bank night is being discontinued here and there. Whole families, who came not to gamble but to see how cute little Francie or Bonnie May looked drawing the lucky numbers, will stay away.

Now Aerial Taxis Meet All Planes

By WAYNE THOMIS

WITHIN recent months an entirely new phase of air transportation has developed in the United States. This is the Airlines Charter Service. It is actually an aerial taxicab system that will fly passengers from any regular air line stop to any other place that has adequate landing facilities.

There are about 30,000 miles of regularly maintained federal airways, serving approximately 255 key cities. But another 2,000 communities are not served, although they have flying fields that can accommodate all but the very largest planes. Airlines Charter Service brings these within the nation's air transportation network.

Suppose a passenger wants to fly from San Francisco to Waukegan, Ill. In the old days it couldn't be done, as there was no regular air service from Chicago to Waukegan. Today at San Francisco he purchases a through ticket to Waukegan. He travels, let us say, by United Air Lines to Chicago. There he enters a smaller airplane that is waiting for him and continues to his destination.

The system has operated this way: After the passenger purchased his ticket the United Air Lines agent in San Francisco told the Chicago office to arrange for an Airlines Charter plane to meet the trip. This gave the A. C. S. pilot an opportunity to plot his course to Waukegan and obtain weather reports.

The A. C. S. is the brain child



A transcontinental air line passenger leaves the aerial taxi that has brought him from an outstate Illinois town to the Chicago airport. By means of the new charter air line service the passenger can fly between any two cities in the country that have either federal airways or adequate landing fields.

of Benjamin E. Cole of Philadelphia, a private flyer and retired shoe manufacturer. Cole wanted to make a place for himself in aviation and recognized that a charter system to augment and complement the air lines would serve a real purpose.

His system was simple. He visited the major airports and surveyed the charter flyers, who are in every instance independent owners of aircraft. Those who were able to meet the stringent conditions for quality of their airplanes, maintenance, and skill of their pilots were offered an opportunity to join his group.

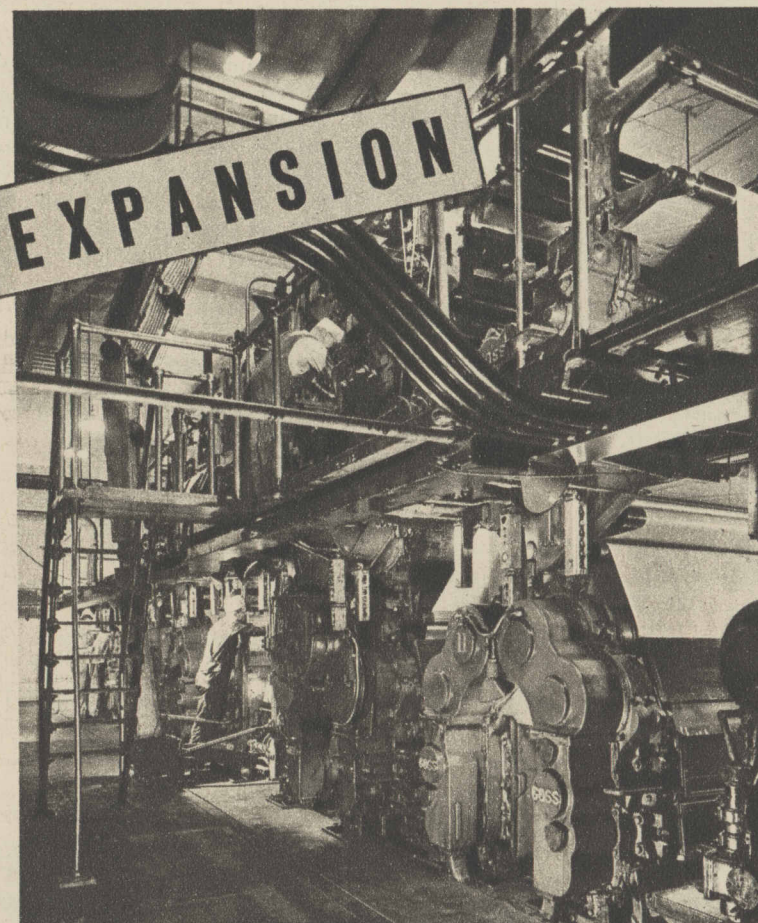
Ultimately forty operators

were chosen. Through Cole's efforts all the air lines in the country agreed to turn business to the A. C. S.

Inspectors for Cole's service constantly are moving from member to member of the A. C. S. to see that safety standards are maintained. The equipment used by Cole's group ranges from Howard, Stinson, and Fairchild monoplanes to Waco and Beechcraft biplanes. Cruising speeds are from 100 to 180 miles an hour. Prices for service are commensurate with speed, but in many instances amount to 5 cents a mile for the charter section of the trip. This is comparable to air line fares.

In Chicago the A. C. S. member is Tufts-Edgcombe, Inc., with a base at Palwaukee airport near Wheeling. George Edgcombe and his partner fly Waco cabin planes that cruise at 130 miles an hour. The charge for four passengers is 5 cents a mile each. For one the charge is 20 cents a mile. Cole was able to sell his idea to the air lines only because the planes of his members are maintained in accordance with air line standards. They are equipped with radio and with lights and flares for night flying. All pilots in the service must have training and experience comparable to those of air line flyers.

(ADVERTISEMENT)



MORE NEW PRESS UNITS. Shown above are the six new high speed press units recently installed by the Chicago Tribune to print black-and-white and newsprint color in four colors. Now being installed are 16 new units for the production of comics in four colors. When the installation is complete, Tribune equipment, including rotogravure, comicolor and news presses, will consist of 158 printing units.

(ADVERTISEMENT)



COUNTER CONFERENCE. Alex. Rogers (right), sales prom. mgr., Libby, McNeill & Libby, tells grocer John Anderson about the reader interest and sales influence of a full page newspaper color advertisement featuring Libby products which appeared in the Chicago Sunday Tribune. More of this company's appropriation for advertising is expended in the Tribune than in any other Chicago newspaper.



CANDY CAMPAIGN. Otto Schnering (right), pres., and E. V. Zeddes (center), gen. sales mgr., the Curtiss Candy Co., confer with J. E. Anderson, Tribune nat. adv. staf., on candy campaign now running in the Sunday Tribune comics section. The Curtiss Co. places in the Tribune more of its advertising expenditure than in all other Chicago newspapers combined.



FUEL AND OIL DRIVE. W. J. Herr (right), div. mgr., Mid-Continent Petroleum Corp., tells G. O. Strecker, Tribune nat. adv. staf., of results secured from the series of full page advertisements in newsprint color and half pages in black-and-white appearing in the Tribune. Mid-Continent places more of its advertising appropriation in the Tribune than in all other Chicago newspapers combined.

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