

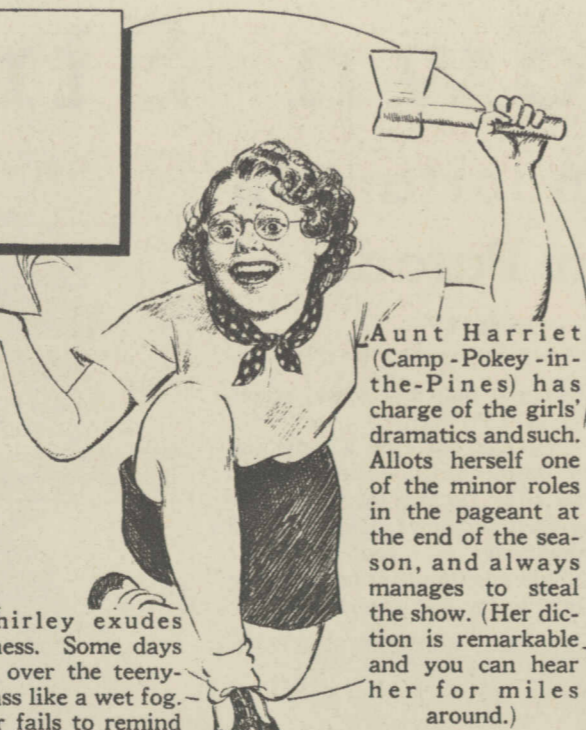
KIDS' CAMP

By W. E. Hill

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Here's Uncle Joe, head counselor. Very manly and backwoodsy. Often neglects to shave on purpose. Talks earnestly in man-to-man fashion about smoking among the senior campers: "After all, it's none of my mix, old man, but it isn't the CLEAN thing," etc.



Aunt Harriet (Camp-Pokey-in-the-Pines) has charge of the girls' dramatics and such. Allots herself one of the minor roles in the pageant at the end of the season, and always manages to steal the show. (Her diction is remarkable and you can hear her for miles around.)

Aunt Shirley exudes motherliness. Some days it hovers over the teeny-weeny class like a wet fog. She never fails to remind the kiddies to write home at least once a day. Very helpful when one of the small campers comes to complain about the melon rind that someone put in her bed. "The really sporting thing to do," she advises, "is just not to notice it."



It's a rainy day and the younger boys MUST be amused. Otherwise trouble may brew. Aunt Blanche, plump and jolly, is at the piano and Uncle Sid is helping the singing. None of the new swing stuff, just good old wholesome songs like "Little Brown Jug," "Bicycle Built for Two," and "Oh, Susannah."

Ronald, aged five, is the youngest camper, and everyone is mad about him. Every girl counselor pretends he is her boy friend, and do they have fun!

Jerome is wishing he hadn't sneaked that third piece of pie at lunch. Doesn't feel much enthusiasm for the afternoon swim.



Uncle Marty, nature, Indian lore and tennis. Takes the older boys on an all day hike. Uncle Marty studies nature out of a book (ditto Indian lore) and the tennis court isn't ready to be played on.



"Dear Mom and Dad. Everything is fine here." After that, Olive's mind goes a complete blank and she can't think of any more news.

Robot Weather Men Replace Pilots

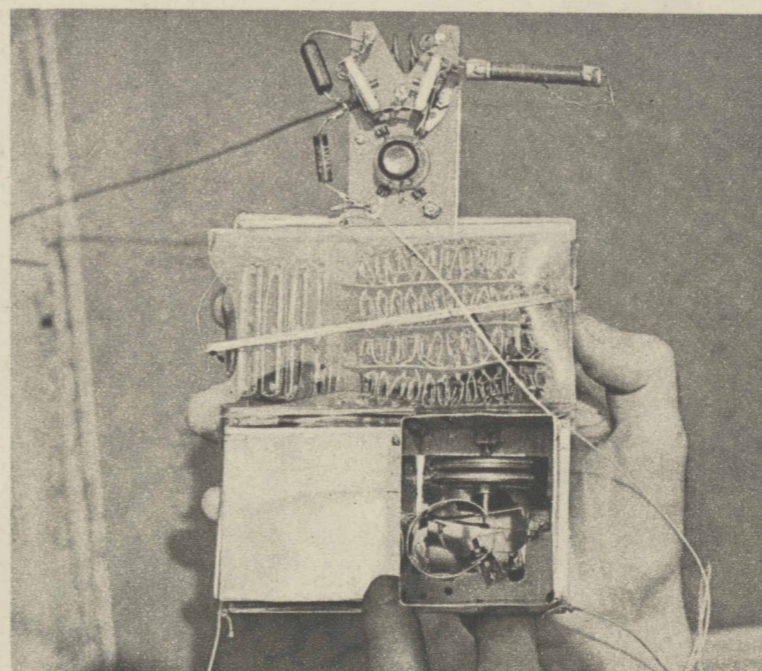
By WAYNE THOMIS

WEATHER pilots are airmen who fly each morning to the 17,000-foot level, carrying in their airplanes automatic recording devices to obtain information about temperature and humidity that is essential for accurate weather forecasting. This is dangerous work. Dozens of men have been killed at it, for the weather flyer is supposed to do his job even when weather is such that other airmen remain on the ground.

Because of the hazard involved, the United States weather bureau has developed a mechanical flyer to take the place of the flesh-and-blood pilot. This mechanical airman is an instrument called the radiometeorograph. This is a long technical word for a relatively simple device. The radiometeorograph consists of a miniature short-wave radio set, a barometer, hygrometer, and thermometer, and a small hydrogen-filled rubber balloon.

The basic instrument is the automatic broadcasting set. This is connected to a small arm that is kept in motion by clockwork. It passes in turn over each of the three elements. One of the elements records the hygrometer reading (from which the humidity can be computed), another the pressure reading of the barometer (from which the height can be computed), and the third the temperature reading from the thermometer.

As each contact is made the radio broadcasts a signal that is picked up by a receiving set at



Closeup of the radiometeorograph, which contains a small broadcasting set, a thermometer, a hygrometer, and a timing device made from a cheap watch.

a ground station. The signals come from the receiving set in a constant stream, and these are recorded on a tape. The tape readings can be translated into the proper records of pressure, humidity, and temperature.

The balloon serves merely to carry the miniature broadcasting station—a station that has a range of only about thirty miles. The balloon will lift such a transmitter, which weighs about three-fourths of a pound, to heights of ten miles before its expansion in the rarefied air causes it to burst.

There are two advantages to the mechanical weather flyers. First, they can be sent up in

weather that is too bad even for the weather pilot to fly. Secondly, they send out radio signals until they reach heights well above 50,000 feet, while the human pilot goes no higher than 17,000 feet. This is a distinct advantage, especially since the newer methods of forecasting take into account the fact that weather is not only horizontal but also vertical.

At present weather flights are being made from twenty-three stations throughout the United States. One of these is Chicago, where Harold Alford and Warren Malvick fly each morning to bring back the information needed to complete the weather pic-

ture in this area. The bureau would like to supersede all these human flyers with the new mechanical devices, but as yet the expense of this is prohibitive.

From only three stations—Fairbanks, Alaska; Boston, Mass., and Burbank, Cal.—are the radiometeorographs dispatched daily at this time. During the next year the bureau hopes to add six or seven other points where they will be sent up. The cost of one reading a day amounts to \$10,000 a year for each station. The radio transmitters and recorders cost \$35 each, the balloons \$2.25 each, and \$500 for the ground station receivers; and the cost of hydrogen must be added, as well as the salaries of the ground crews.

The balloon is usually out of sight of the ground when it bursts and the descent by means of a small parachute begins. The bureau has been offering rewards for return of the devices, and 85 per cent of those sent up have been recovered. They drift anywhere from ten to a hundred miles from their source. Most have escaped damage.

During the fiscal year 1939 the bureau hopes to abolish the contracts with human flyers and install the radiometeorographs not only at the twenty-three stations where flights now are made but also at from fifty to seventy others. Dr. Willis R. Gregg, chief of the weather bureau, believes that if this is done the daily weather picture for the United States will be far more completely and accurately forecast than ever before.

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PRODUCTION



VETERAN OF REINS AND WHEEL. Driver Frank Crawford (left) delivers a bundle of Chicago Tribunes at one of the stops on his route. When Frank began delivering Tribunes from a horse drawn wagon in 1904, the daily circulation of the Tribune was 127,000. On Sunday it was 216,000. Today the daily circulation of the Tribune is in excess of 857,000. On Sunday it is over 1,115,000.



DOG CONFERENCE. C. H. Wolfe (left to right), sales prom. mgr., Swift & Co., A. C. Merrick, D. V. M., Brookfield, Ill., C. M. Olson, sales mgr., Pard sales div., and C. S. Lund, adv. dept., Swift & Co., inspect points of pedigree springer spaniel being treated by Dr. Merrick. To promote sales of Pard dog food in the Chicago territory, more than twice as much of the Swift advertising appropriation for this product is spent in the Tribune than in any other Chicago newspaper.



CAMPAIGN BACKBONE. "Our 1938 campaign is built around the Chicago Tribune," writes R. Cooper, Jr., pres., R. Cooper, Jr., Inc., General Electric distributors in the Chicago territory. Backbone of this company's 1938 drive is a series of full page advertisements in coloroto in the Sunday Tribune Graphic section. During the first seven months of this year, more of the R. Cooper appropriation for advertising was expended in the Tribune than in all other Chicago newspapers combined.



SPREADING THE NEWS OF A SPREAD. M. W. Boyer (right), sales mgr., and J. W. Pinter, asst. sales mgr., the Pabst-ett Corp., a division of the Kraft-Phenix Corp., discuss progress of campaign of advertising now carrying the Pabst-ett message to readers of the Chicago Tribune.

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