



**HONORS FOR THE HERALD**—The Herald has received distinct honors on several occasions for excellence in advertising copy. This photograph shows Edwin B. Brown, business manager, receiving a trophy at the state convention of the California Newspaper Publishers' Association in 1946 from Actor Leo Carrillo, who was master of ceremonies. At right is John R. Long, president of C.N.P.A. Honor was for the best retail advertising copy prepared by a newspaper during 1946. Again in 1943 The Herald received a similar award for advertising copy prepared for Benson's.

**Ad Aids**

**Herald's Plan of Filing Mats Widely Copied by Newspapers**

A practical method of filing advertising service material so that any illustration that an advertiser may want to use is immediately obtainable has received national publicity in the trade magazine, "Plus Business." Devised by The Herald's business manager, Edwin B. Brown, the method already has been adopted by many daily and weekly newspapers throughout the country. How the system works is described by Mr. Brown in the following article:

The simplicity, accuracy and speed of our mat filing system leaves us wondering why it took us so many years to create it. Fundamentally it is nothing more or less than an envelope for each Metro page mat, properly identified in the upper right hand corner as to the number of the page form and month . . . then filed!

First we had special manila envelopes, with ungunned flaps, made in size 13 inches by 23 inches. Then we designed an open face cabinet twelve compartments wide and five compartments high.

The inside measure of each one of these compartments is

7 1/2 inches wide, 14 inches high and 23 inches deep. The overall measure of the cabinet is 86 inches wide and 76 inches high not counting the feet.

We use the three top rows for Metro. One for each year. The two bottom rows contain the same envelopes, alphabetically arranged for the advertisers' own used mats. For one advertiser with a lot of mats we use several envelopes. For others, one is quite sufficient.

This is all a part of our advertising production room which is built around the Metro service and our filing system.

This room adjoins the advertising department and is approximately 10 x 13 feet. It contains a Metro Master Index File of our own design which goes back to April 1946 now, but which will contain three full years when April 1949 arrives. Then there is a similar file with one full year of unclipped copies of The Torrance Herald, a complete layout table with a clip book cabinet and the mat filing cabinet described above.

Upon the arrival of the Metro service an envelope is labeled for each page mat

with the proper month and number, (but not year) . . . the mats are then inserted just as they are in the proper envelope and the entire month is placed in its proper compartment.

We then file the master copy in the Index Book and bind all remaining copies into one book for quick availability of all illustrations of each individual mat. When the thirty-seventh month arrives (in our case April 1949) we will throw away thirty-six month old mats and re-fill the same envelopes with the new month.

Used mats are returned at the end of each day and placed in their proper envelope. The month and year can be identified on the mat and the envelope number in the margin area.

This system is so simple, easy, quick and SURE that it has eliminated all of the mental hazzards of "finding a mat!" No matter how rushed we are, we know that we can find any kind of illustration desired, clip a copy of it and put our hands on that particular mat, whether it has been used or not, in a matter of seconds.

It has given us thirty-six months of Metro service from which we may select a mat with equal ease. It has made Metro ten times more effective and usable for a small staff. It seems that its small cost is repaid to us every time we use it.

**C. F. Coulter Early Visitor to Torrance**

(Reprinted from the Torrance Herald of Feb. 20, 1914)

C. F. Coulter, a capitalist of Los Angeles, was in the city Sunday looking up the apartment house situation. He is figuring on a building to contain 40 rooms with two and three-room suites to rent for about \$15 a month.

There is urgent need for modern apartments in Torrance and an apartment house is one of the safest and most profitable investments.

Torrance has a unified school district, formed upon withdrawal from the Los Angeles City school district by vote of its citizens in 1946.



**SALESMAN**—James Cost, display advertising salesman for The Herald.



**PROOF READER**—Carlotta Dean, proofreader for The Torrance Herald and The Lomita News.



**SALESMAN**—Bill King, display advertising salesman for The Herald.

**Name Editor and Staff for 'Perryscope'**

Children at Perry Elementary school have selected representatives who are serving on the staff of the school paper, the Perryscope.

June Tamura was elected chief editor, and Irene de la Cruz her assistant. Dee Anna Gibson does the sports reporting and Judy Packham covers social events. Sally Areyan has charge of the art section and Roy Kato will report faculty news.

The fifth grade elected Vadies Marcotte as its reporter and the fourth grade designated Corinne Alwang and Ikuro Kato. Reporting for the third grade will be done by Joe Hedgecock.

The first edition of the Perryscope features stories concerning American Education Week activities.

**CONGRATULATIONS TO GROVER WHYTE & ED BROWN**

**A Key to Better Living---**



**is Your Herald**

In the service of Freedom it is dedicated to improving your life—safeguarding your liberty—helping you in the pursuit of happiness.

**THE KEY TO BETTER CUTTING TOOLS IS FELKER!**

The Felker Manufacturing Company was formed in 1935, with actual production starting in the early part of 1936. The Company formed as a partnership between M. N. Felker and W. A. Felker. The first products manufactured were a diamond edged cutting blade for cutting tile, rock, and other brittle materials, together with one model cut-off machine on which the diamond blades were used.

Prior to the inception of the actual Company, several years of preparatory work were undertaken towards the development of a metal wheel utilizing pure African diamond around the cutting edges towards the economical cutting of brittle materials for commercial usage. Around the middle 1800's, primitive efforts were made to make a wheel for cutting rock specimens utilizing crushed diamond powder around the periphery of the metal disk. Results were almost negligible and cost was not concerned since these wheels were made by people with only a small amount of material to be cut for their own use. The method of impregnation was such that the tools were totally unfit for any industrial use. With the starting of the Felker Manufacturing Company the first commercial diamond cutting disks were introduced to industry.

The Felker Manufacturing Company is very proud of its achievement in the diamond tool field. Today, we are the largest diamond tool company in the world. We are the only company that manufactures both diamond cutting wheels and also various types of machines for these wheels used in the cutting of brittle materials. Various side lines have been added, all using diamonds; among these being diamond core drills, special diamond wheels and machinery for cutting concrete roads and flooring, and other items are constantly being developed.

**Felker Manufacturing Co.**

**DIAMOND ABRASIVE TOOLS**



**1128 BORDER AVE.**

**TORRANCE**

**IT WAS EASY FOR US!**

**WE MOVED THE HERALD IN ONE DAY!**

**HALBERT BROTHERS**

**Trucking and Rigging Contractors**

**2116 Bay St. — Los Angeles**

**Phone Vandyke 2331**