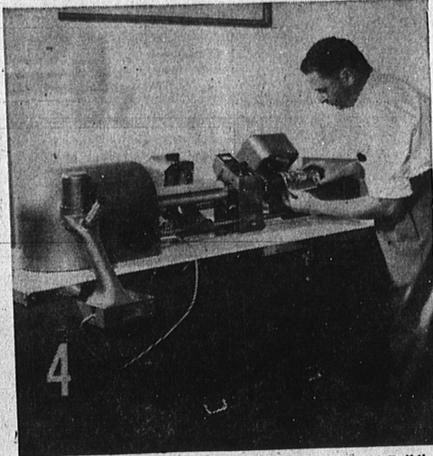


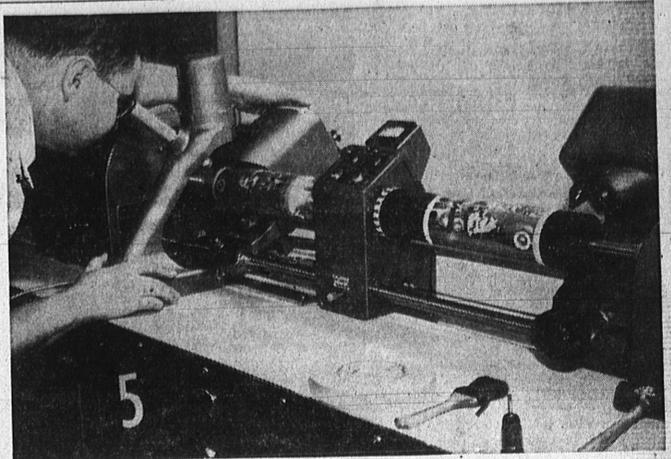
# New Engraver Means More Pix, Bigger Pix, For Herald Readers



1. "GET THE PICTURE" . . . That is the first step in the complicated process of bringing Herald readers the news in picture form. Printed here is a "spot news break" as posed with the cooperation of Sullivan's Ambulance Service and the Torrance Police Department.

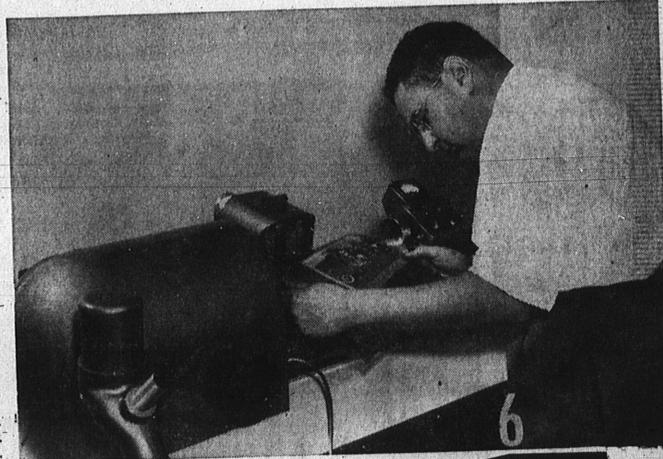


4. KEY TO SPEED . . . Pictured here in the Herald Building is the new and modern Fairchild Photo-Electric Engraver—one of 175 in the U. S. Similar in appearance and operation to a wire-photo machine, the elaborate equipment is heralded as the greatest advancement in the photo-engraving process in the last 50 years. Photographer Weinstein is placing the accident photo beneath a scanning head housing a photo-electric eye.



5. SKILLED HANDS . . . Looking through a stroboscopic microscope, (above) Weinstein adjusts the red hot needle-like stylus as it burns small holes in sheet of plastic on the cylinder at left. These holes determine the light and dark areas seen later in the Herald and correspond to the light and dark areas on photo on cylinder at right.

6. PERFECTION . . . A product of modern engineering genius, (below) the completed plastic plate is ready to be sent to the press room. Precision machine has etched 4225 holes into each square inch of the plastic plate.



## New Machine Puts The 'See' in News

Starting this week the Torrance Herald is putting more "see-ability" into its presentation of local news.

Used last week during a test run was a new and revolutionary machine recently installed by the Herald which enables the paper to give its readers more local pictures, bigger pictures, and better pictorial coverage of late news breaks.

The machine, almost magic in its method of transforming photographs into engravings, is called a Fairchild Photo-Electric Engraver. It is heralded among newsmen as the greatest advancement in the photo-engraving process in the last 50 years.

### One of Few In U. S.

Made by the Fairchild Camera and Instrument Corporation, the same firm which supplied nearly all of the aerial cameras for the armed services during the war, the particular machine now in operation at the Herald is one of 168 now installed in the U. S.—It is one of the few now in operation in California.

Development of the machine—interrupted during the war—took 15 years. Incorporated into the design of the highly technical machine are the best features of similar machines, pooled to bring the photo-electric engraver to its present point of perfection.

Achievements by International News Photos, Acme Newspictures, Associated Press Wirephotos, George Washington Jr., (of the G. Washington Coffee family) and Fairchild all have contributed to the design of the new engraving maker.

### Almost Like Television

In principle the machine is rather simple. In actual construction and operation the modern piece of equipment is as elaborate and complicated as an expensive television receiver. In fact the operation of the machine is similar to the operation of television cameras and receivers.

A photograph to be made into an engraving is placed on a revolving drum on the right side of the machine. A small spot of light is projected onto the photo as the drum revolves. A photo-electric cell, similar to those used by many merchants across the doors of the stores which rings a bell or chime when a customer interrupts the beam of light, is focused on the spot of light. The photoelectric cell takes 240 "pictures" of the revolving photograph every second. If a dark reflection is seen by the electric eye no signal is sent to the electric stylus which is cutting a plastic plate on another drum. If a brilliant reflection is cast from the surface of the photograph print a strong signal is sent to the stylus which cuts into the plastic plate. This burning action on cellulose nitrate plates is what later produces the dark and light areas of a picture printed in the paper.

### A "Mug" In Six Minutes

The heated stylus burns 4225 small holes in each square inch of plastic. A single column photo called "mug" shots by most newsmen, can be engraved in six minutes. A five column photo requires only 30 minutes to engrave.

After the entire surface of the photo has been scanned by the photoelectric eye and the plastic plate has been engraved by the red-hot stylus, the plastic material is removed from the drum, washed, trimmed to desired size, backed with double-sided scotch tape, and applied directly to the page-casting from which each page in the paper is printed.

It is this feature—printing direct from the engravings, which produces a clearer, sharper, and more detailed newspaper reproduction.

### Community Benefits Too!

The installation of this device will increase this paper's ability to serve this community. It will bring better, bigger, and more brilliant pictures before the readers of the Herald. It will mean that clubs, churches, and other organizations will be able to publish more frequently their coming events with pictures—admittedly the best "deal" in publicity.

To make this possible, the Herald recently engaged the services of Lee Weinstein, one of the best commercial photographers in the area, to take pictures and make engravings for reproduction in this newspaper.

The addition of Weinstein to the Herald's staff brings the total number of staff photographers to three. Jack Baldwin, managing editor, and George Barker, city editor, are the Herald's "combination" photographer-reporter staff members.

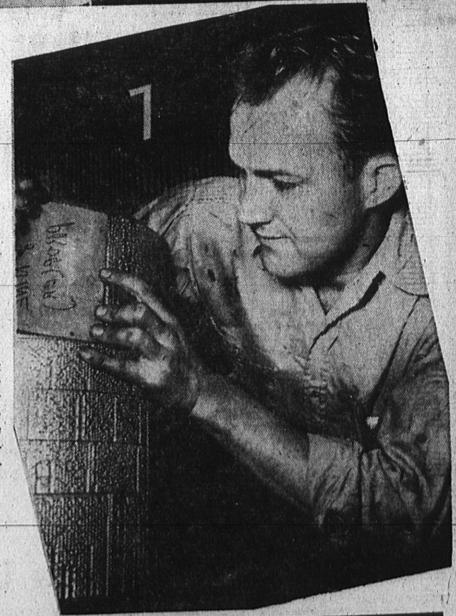
Mrs. Mary Vonderahe, society editor, edits both news copy and pictures for the women's section of the Herald.



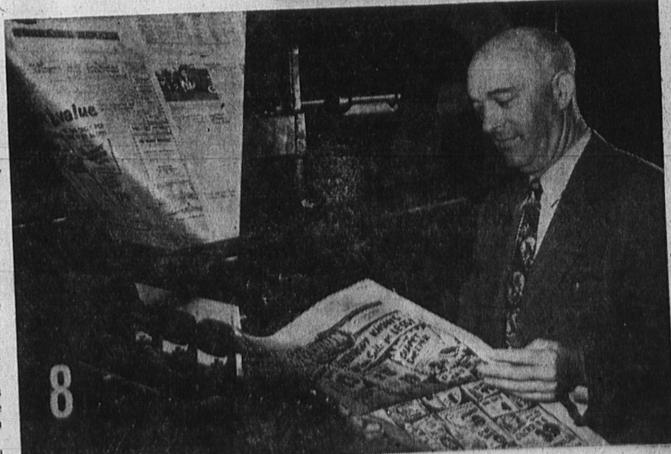
2. READY FOR "SOUPING" . . . City Editor George Barker returns to the Herald darkroom from the scene of the "accident" and hands Lee Weinstein the exposed film holders to be developed.



3. PLANNING . . . Photographer Weinstein holds developed negative in front of viewing box. The Herald's Managing Editor, Jack O. Baldwin, decides which negative to use. Determined here also, is the size the picture will take in the Herald.



7. MAKE READY . . . Walter Ake, pressman, (right) is applying the finished plastic plate to the lead shell cast with double-sided scotch tape. Note type areas adjacent to picture. Plate will be inked later on the giant rotary presses and the image transferred directly from the plastic to the newsprint. This direct printing process increases the clarity and detail of the finished print in the newspaper many times beyond former methods.



8. THEY'RE ROLLING . . . Coming off the press at the rate of 10,000 copies per hour is the page containing the picture of the accident shown in photograph 1. Picture can be seen on the triangle shaped former at left. Publisher Crover C. Whyte checks the finished paper as another issue of the picture-laden Torrance Herald is started on its final step enroute to the reader.