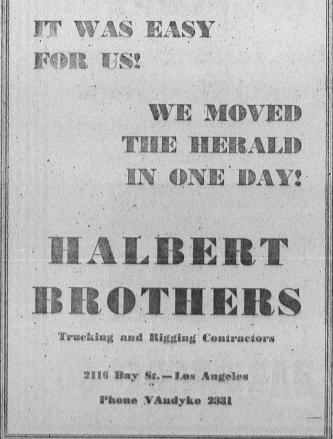


HONORS FOR THE HERALD—The Herald has received distinct honors on several occasions for excellence in advertising copy. This photograph shows Edwin B. Brown, business manager, receiving a trophy at the state convention of the California Newspaper Publisher's Association in 1946, from Actor Leo Carrillo, 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 1948. The Herald received a similar award for advertising copy prepared for Benson's.

Ad Aids **Herald's Plan of Filing Mats** Widely Copied by Hewspapers



The Felker Manufacturing Company was The Felicer 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. Feliker and W. A. Felker. The first products manufactured were a diamond edged cutting blade for cutting tile, rock, and other brittig metricals, together with one model cut-off machine on which the diamond blades were used.

diamond blades were used. Prior to the inception of the actual Company, several years of preparatory work were undertaken towards the de-velopment of a metal wheel utilizing pure African diamond around the curiting edge towards the economical cutting of brithle materials for commercial usage. Around the middle 1800s, primitive efforts were materials for commercial usage. Around the middle 1800s, primitive efforts were materials for commercial usage. Around the middle 1800s, primitive efforts were materials to concerned since these wheels 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 were such that the fools were totally unfit for any industrial use. With the starting of the Felker Manufacturing Company the first commercial diamond cutting disks were introduced for industry.



SALESMAN - Bill King, dis-play advertising salesman for play advert The Herald.

Name Editor and Staff for 'Perryscope'

Children at Perry Ele chool have selected r tives who are serving aff of the school pa

done by Joe I The first edi scope features ing American

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.

TORRANCE

THE KEY TO BETTER CUTTING TOOLS IS FELKER!

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 catting concrete roads and flooring, and other items are constantly being developed.

Felker Manufacturing Co.

DIAMOND ABRASIVE TOOLS

1128 BORDER AVE.