



OFF-BEAT

**... AND PROUD
OF IT!**

**Sure, The
Press-Herald
Sets Its
Own Pattern**

**It doesn't follow the crowd.
Take news reporting. We bend over backwards
to be fair — even to those with causes we
oppose in our editorial columns.**

**We don't use our news columns to sell real
estate, business opportunities, or schemes for
friends... We just report what's going on in
the community...**

How off-beat can you be?

**THE PRESS-HERALD IS THE ONLY NEWSPAPER TOTALLY
CONCERNED WITH THE GREATER TORRANCE COMMUNITY.**

Published SUNDAY and WEDNESDAY

EDITORIAL, ADVERTISING DEPARTMENTS DA 5-6060

CIRCULATION DEPARTMENT DA 5-1515