BEST IN THE STATE

Press-Herald

Certi Bond

DISCOUNT DEPARTMENT STORE AND SUPERMARKET
501 VAN NESS AVENUE, TORRANCE, CALIF. 90501

Mr. Reid L. Bundy
Editor and Co-Publisher
Torrance Press-Herald

Dear Mr. Bundy:

Our heartiest congratulations to you and your staff on the winning of your recent "General Excellence" Award.

We at Certi-Bond are quite pleased to know that the media we consistently use in our advertising program has been judged "Best in the State of California" in the non-daily newspaper field. As the original discount department store in the South Bay area, Certi-Bond links it's success of the past 15 years to our consistent policies of selling only first quality merchandise at the lowest possible everyday prices, of our constant individual attention and service to our many customers and friends, and last, but not least, our association with your outstanding publication.

The Press-Herald has played a key role in our success by providing tremendous local readership for our advertising program.

Again, Certi-Bond sends congratulations. Keep up the good work!

Sincerely yours,

Julian Hirschman
President
Certi-Bond

* The Press-Herald was judged California's top non-daily in the statewide "Better Newspapers Contest" conducted yearly by the California Newspaper Publishers Association by winning the prized "General Excellence" plaque for best all-around newspaper.

The "Better Newspapers Contest" attracted 1,100 entries.