

Fox Market Official Gives Rule for Business Success

What makes a market chain successful? "It takes hundreds of things, both big and little, and thousands of people to make a market chain successful — but two things stand out above all: quality food and dollar value," according to Robert E. Palmer, executive vice president of Fox Markets, Inc.

"During my many years in the food business, I've found that no matter how many other things a market may have to offer, unless customers get quality food at a reasonable

price, they'll shop somewhere else."

PALMER pointed out that he believes these two qualities are the primary reasons for the extremely rapid growth of the Fox Market chain.

"We've grown from two markets in 1954 to 40 right now — with four more under construction — because we have always seen to it that the customer gets what he is paying for."

"And the people with Fox Markets have always kept these

two things in mind."

PALMER SAID that among the other qualities he considers important in the successful growth of the Fox Market chain are courteous employees, modern markets where food is attractively displayed, extra values, such as S&H Green Stamps, and proper planning for customer convenience.

"We spend a considerable amount of time in planning every market so that customers have ample parking space, large aisles to walk down, and

good lighting so that products can be easily found. We want our markets to be the best that customers can find."

"And I think they are," Palmer added.

A new, ultra-modern Fox Market is nearing completion at 20900 Hawthorne Blvd. Opening is scheduled for February.

Stamp Club to Meet

A meeting of the Torrance Stamp Club will be held at 1115 Hickory Ave. Monday evening, Jan. 27, according to Walter Taylor, club member.

18-Year-Old Torrance Made Rig Busy in Deep Well Test

An 18-year-old draw works built in Torrance is being used by Sun Drilling Co. to drill Lloyd No. 300, a deep test well on the Tidewater lease in the Ventura Avenue field, California.

Equipped with a new drive group and power plant, the draw works performs as if it, too, had just come from the factory. But it has a long record of wells drilled, in the Newhall, Rosecrans, and other fields in the Los Angeles basin.

Originally put in service in 1941 by the Barnsdall Oil Co., in the Rancho San Francisco field, near Newhall, the draw works is the first Type 125 produced by The National Supply Co., and includes a number of features that were considered new and daring at the time.

The draw works provided 10 drum speeds, but this number was never mentioned, for fear it wouldn't be believed. Instead, the draw works was described as having six hoisting speeds and two "empty block" speeds. Even that was a surprising number prior to development of today's torque converter-equipped rigs, that provide an infinite number of speeds.

ORIGINALY THE rig was powered by two 300-horsepower Waukesha engines, As operated by Sun Drilling Co., however, it uses three V-12 Waukesha gas engines, each of 800 horsepower, in a three-section National Supply drive group with hydraulic couplings and dual 78-inch Dy-A-Flex Clutches.

The drive group is of the basic 3-shaft design, with the shafts set on 96-inch center, instead of the customary 84-inch spacing. This is to accommodate the extra width of the large Waukesha engines. Mud requirements are taken care of by two National G-1000 Slush Pumps.

MOST DEEP drilling was being done with steam rigs or with steam rigs converted for other forms of power. Both used positive jaw-type drum clutches and required much hard work from the crew. The Type 125 Rig was the first to use air-actuated disc-type friction clutches and was much easier to operate.

... Flu

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Health authorities describe the outbreak as similar to the 1957 Asian flu epidemic, but say the current ailment is "low-grade."

That description will get an argument from those suffering from the malady. Several afflicted with the virus report that it is accompanied by high temperatures, and one sufferer claims "I have never been sicker in my life."

SEVERAL persons have been hospitalized with the disease, but no deaths have been reported, health officials say.

A tip to those getting the ailment: 1. Go to bed. 2. Drink plenty of liquids, particularly citrus juices. 3. If severe symptoms develop, call your doctor. 4. Don't go back to work too soon.

... South Hi

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SENIOR CAROL Mallory is extremely interested in Student Government and at the present time serves in the capacity of corresponding secretary of the Student Council and treasurer of senior class. She has served on the executive boards of numerous clubs on and off campus including the junior class, Latin club, Spanish club, Thespian society, Future Teachers of America, Rally club and at church. She has been a member of the Pep Squad for two years.

Student Body Vice President Rick Spurgeon has been in the Rally club and on Student Council. In athletics he has been on the varsity council of the Lettermen's club and on the varsity football team for three years.

PAT PISCIOTTA, the present senior class president, is also the head cheer leader this year at South High School. During his sophomore year, he lettered in baseball, football, basketball and was sophomore class president at Brown Military Academy. Last year he came to South High School and became junior class president.

All in all, it looks like a good race for President, as it does for most of the other offices.

Good luck from the present Student Council.

CalBank Tells New Earnings, Deposit Total

All-time highs in deposits and earnings were reached in 1959 by California Bank, according to Frank L. King, chairman of the board, in his annual report to the shareholders.

Net operating earnings rose sharply in 1959 to \$8,546,185, an increase of \$2,000,594, or 31 per cent over the previous year. Earnings per share, based on the number of shares outstanding at the year end, increased from \$3.01 in 1958 (after adjustment for a 40 per cent stock dividend) to \$3.89 in 1959.

Total operating income was \$53,649,376, an increase of \$8,588,356. This increase, King said, is attributable to growth and more specifically to substantially greater loan volume.

THE BANK'S total resources on Dec. 31 were \$1,316,467,021 compared with \$1,205,485,797 a year ago.

Total deposits reached \$1,196,002,461, an increase of \$84,138,637 over last year's figure of \$1,111,863,824.

Loans totaled \$636,601,048, an increase of \$143,856,781 or 29 per cent over the previous year end.

... Fires

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smothering the fire by placing a lid over the skillet, or carrying it outdoors, he turned a stream of water from a garden hose on the fire, causing the grease to splatter over the kitchen—still burning. Then he grabbed a spade and threw dirt on the flames.

He put the fire out, but it took a painter a week to clean up the muck and dirt and grease made and then repaint the room.

... Poison

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powder had been forced into the weiners she called the police and reported the incident.

Mr. and Mrs. Goodrich are not suspicious people by nature, but after they found one of their dogs lying in their yard, his body stiff and his eyes glazed two months ago, they keep their dogs in their house at night and check the yard thoroughly in the morning before letting the pets out.

The fact that their dog's life was saved by a veterinarian did not lessen their caution, especially when this doctor told them he had found strychnine in the animal's stomach.

While Torrance police are having the evidence analyzed, the Goodrich family and their neighbors have doubled their watch over their dogs and children and hope that the person responsible for this act may have compassion for children if not for dogs.

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