

## Hold Last Rites For C. D. Hatfield

Funeral services for Clarence D. Hatfield, 79, 5220 Vanderhill Rd., were held at Stone & Myers Chapel Tuesday, conducted by the Rev. C. J. England of the First Christian Church. Interment followed at Pacific Crest Cemetery.

Hatfield, a native of Indiana, was a retired salesman, and had lived in Torrance for several years. He died last Thursday at Harbor General Hospital.

Surviving relatives are his son Howard, and grandson Clifford, both of whom lived at their father's home; and a granddaughter, Donna Hatfield, who is stationed with the Women's Marine Corps on Parris Island.

He was a member of Sunflower Lodge No. 86, of the Masons, in Wichita, Kansas.



(Herald Photo) STRATEGY HUDDLE . . . Talking over their plans for the grand opening are partners in the new Star Furniture Co. store at 2102 Torrance Blvd. Steve Schmidt and Frank Higgins, both members of the firm for many years.

## Star Furniture Co. Fetes New Location

Celebrating a Grand Opening with special bargains and gifts and prizes tomorrow and Saturday is the Star Furniture Co., which recently moved into the new store building at 2102 Torrance Blvd.

Partners in the new location are Frank Higgins, Steve Schmidt, and Kenny Belles, who completed buying out the original owner Jacob Koch, when the store was moved April 1. Belles is now in the service.

The new store features the latest designs and fabrics in quality furniture. Also available is a wide selection of quality appliances, carpets, and housewares.

The Star Furniture Co. sold its former location on Sartori Ave. to the Bank of America, which plans to move into the site in the near future.

The two-day sale, which will offer savings on many items to Torrance shoppers, will also be highlighted by the awarding of prizes and gifts throughout the celebration. Highlight of the event will be the awarding of a new range to some shopper Friday evening at 8 o'clock.

Owners of the store are Torrance residents, and have been active in Torrance civic affairs and organizations for many years.

Higgins has been with the store since it opened in 1932, and has been its manager since 1938. Schmidt has been with the firm for 18 years.

With these considerations in mind, a group of possible prefixes is selected by company engineers who then conduct extensive audio tests. Each name is called repeatedly to a group of telephone operators, who then repeat the name to the calling party. The percentage of correct repetitions is noted and the name with the highest percentage is selected.

In addition to being easily understood, FAIRfax is a name which coincides with a universal numbering plan for Southern California and will be readily adaptable for use in nationwide operator toll dialing, now being engineered. This project, scheduled to be introduced next year, will enable long distance operators to dial directly to telephones in distant cities, offering faster completion of connections, for 75 cents.

Names then must be selected which are desirable phonetically and easy to spell. In certain code series, the company frequently experiences difficulty in finding names which are easy to spell, especially where a W or Y is to be used as a second letter.

Telephone engineers believe, however, that as operators and subscribers become familiar with the use of names like CYPRESS, SYCAMORE and TWINOAKS, less difficulty is experienced in pronouncing and spelling these names.

Hayes pointed out that names for prefixes are sought which are simple, in everyday use, and without regional variations in pronunciation or spelling. For this reason, foreign language names are never used. Effort also is made to avoid the use of local

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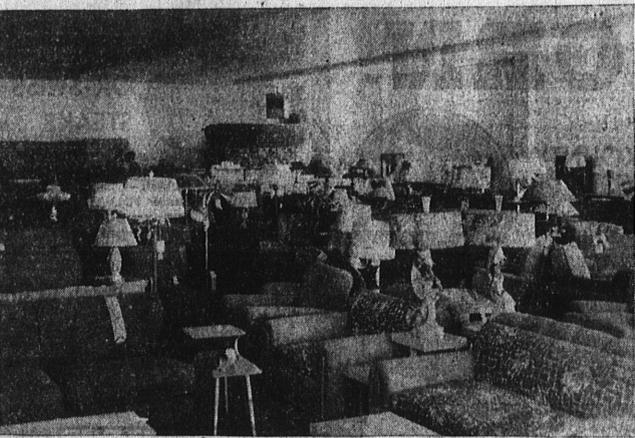
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(Herald Photo) STORE EXTERIOR . . . The front view of the modern new Star Furniture Store at 2102 Torrance Blvd. adds to the beauty of the city's busiest thoroughfare. The grand opening celebration is slated for tomorrow and Saturday.



(Herald Photo) STORE INTERIOR . . . An interior view of the new Star Furniture Store at 2102 Torrance Blvd., showing part of the wide selection of top-quality household furnishings which is available at the store's new location.

## Parent Class To Hear Talk By Authoress

Dr. Maurine W. Sellstrom, the author of several books on parent education and philosophy, will address the public meeting of the parent education class on "Building Sound Nerves," Monday evening, May 4, at the high school cafeteria.

Dr. Sellstrom is the author of "Time is the Piper," a book on parent education; and "Life's Mountain of Poetry," a book on everyday philosophy.

She is an authority on parent education, having had wide experience in youth group leadership counseling. She is also an adult education teacher, according to Mrs. Charles Harding, haus, president of the sponsoring parent group.

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## Slate First Aid Course in Riviera

A first aid course for anyone in the Hollywood Riviera, Seaside, Palos Verdes, or Walteria areas who have not had such instruction, will be initiated beginning Tuesday, May 5, at the Hollywood Riviera school, Room 5.

The class will be taught by William Sidham, captain of the Los Angeles city lifeguards, who lives in Hermosa Beach.

The course will consist of six meetings, and 18 hours of instruction, with four hours of civil defense instruction included, and participants who satisfy the requirements will receive a First Aid certificate from the American Red Cross, according to Mrs. John Dowling, Red Cross chairwomen of the Civil Defense committee.

The course, which will last from 7 until 10 p.m., each evening. Mrs. Dowling can be contacted by calling FRontier 5-3800.

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<b>LONGHORN CHEESE</b> 49¢	<b>Pineapple Juice</b> 46-oz. Can 4 FOR 99¢
<b>SPRING LAMB CHOPS</b> 59¢	<b>PEACHES</b> 2 1/2 Can 4 FOR 99¢
<b>PICNIC HAMS</b> 39¢	<b>CATSUP</b> 14-oz. Bottle 7 FOR 99¢
	<b>Dill Pickles</b> 24-oz. Can 4 FOR 99¢
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