

OBITUARIES

ANNIE NEELEY
Funeral services for Mrs. Annie Neeley, 78, of 130 White Oak dr., who died Wednesday, will be held at 3 p.m. Saturday in Memory Gardens Funeral home.

The Rev. Bernard E. Andrews, pastor of the First Baptist church, Medford, will officiate. Interment will be in Memory Gardens Memorial park.

Mrs. Neeley was born Dec. 4, 1884, in Decatur, Tex., the daughter of Irvin and Emma Neil. In Texoma, Tex., July 1, 1906, she was married to James F. Neeley, who preceded her in death in November, 1960.

Mr. and Mrs. Neeley moved to Talent, Ore., from California in 1933, and in 1938, they moved to Medford. Mr. Neeley was active in farming, and land subdividing, and also owned a trailer park.

EMMA A. MAYFIELD
The body of Mrs. Emma A. Mayfield, 75, of 1100 Dakota ave., Medford, who died Thursday, was forwarded Thursday afternoon to Hutchinson, Kan., for services and interment.

Mrs. Mayfield was born April 12, 1887, in Cedar Rapids, Iowa. On July 2, 1908 in Dixon, Ill., she was married to Logan E. Mayfield, who preceded her in death. She was a member of the First Presbyterian church in Hutchinson, Kan.

She is survived by three daughters, Mrs. W. I. Bergen, Medford; Mrs. Ross Stewart, Hutchinson, Kan.; and Mrs. June Freund, Overland Park, Kan.; six grandchildren and five great grandchildren.

Funeral arrangements were entrusted to Siskiyou Funeral Service directors of Chapel in the Trees Mortuary.



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PURUCKER MUSIC HOUSE

AXEL ALEXANDER
SHAY TORRENT

dent, and captained one of the first girls' intercollegiate basketball teams.

Previous to her marriage to Dr. Siders in 1904, she taught school in Pocatello, Ida. The couple resided there for many years, where she was active in church work, civic and charitable organizations, and various community projects. She was a member of the Eastern Star, and active in the DAR until the 1930's.

In 1928, the family moved to Washington, D.C., then to Montclair, N.J. In 1948, Mrs. Siders moved to Oregon to make her home with her daughter. She was a member of the First Methodist church of Medford.

Survivors include a daughter, Mrs. James W. Rolls, Medford; a sister, Mrs. Mabel S. Stuart, Central Point, Ore.; a brother, Thomas C. Sparks, American Falls, Ida.; three grandsons in Medford, and one grandson in Lake Hiawatha, N.J. She was preceded in death by two sons, Bernard Siders and Walter Siders Jr.

MAGDALENA HUNT
Funeral services for Mrs. Magdalena Hunt, 74, of Shady Cove, who died Thursday, will be held at 1:30 p.m. Monday in Hillcrest Memorial Chapel on the North Phoenix rd. The Rev. Harvey Coover of the Zion Lutheran church will officiate. Committal will be in Hillcrest Memorial park, with Conger-Morris Funeral directors in charge of arrangements.

Mrs. Hunt was born Sept. 10, 1888, in Nendorff, Russia, and moved to the United States as a small child. She had lived in southern Oregon for the past 12 years. She was married Dec. 20, 1909, in Minot, N.D., to Claude E. Hunt, who survives.

Other survivors include two sons, James C. Hunt, Seattle, Wash.; and Milton C. Hunt, Yakima; a daughter, Mrs. Beatrice Davis, Medford; a brother, Fred Adam, Kirkland, Wash.; two sisters, Mrs. Katherine Hill, Yakima, Wash.; and Mrs. Susie Markel, Minot, N.D.; seven grandchildren and 12 great grandchildren.

Casket bearers will include Jesse Lowery, Jesse Smith, Art Greenley, Clanton Fields, Jack Dyer, and A. P. Tucker.

SAM W. HARRIS
Funeral services for Sam William Harris, 50, of 1730 North Riverside ave., Medford, who died Wednesday, will be held at 11 a.m. Saturday in the Chapel of the Trees Mortuary in Siskiyou Memorial park.

The Rev. Clifford Young of the Eastwood Baptist church of Medford will officiate. Private interment will follow in Siskiyou Memorial park.

MABEL LENZ
Mrs. Mabel Lenz died yesterday at her home, 4219 Colver rd. Funeral arrangements will be announced by Conger-Morris Funeral directors.

SYLVANUS P. McFARLIN
Sylvanus Paul McFarlin, 73, Trail, died Thursday in a local hospital. Funeral arrangements were entrusted to Siskiyou Funeral Service directors of Chapel in the Trees Mortuary.

Servicemen MARSHALL IN TEXAS
Fireman Apprentice Franklin R. Marshall, son of Mrs. Ruth M. Marshall, route 1, Talent, is now serving at the Naval Air station at Corpus Christi, Texas.

IN CALIFORNIA
Seaman Apprentice Clifton R. Massey, son of Mrs. James A. Roberts, 111 Chestnut st., Medford, is serving at the Naval Air station, North Island, San Diego, Calif.

REASSIGNED
Airman First Class Robert A. Griess, Medford, is being reassigned to Barksdale AFB, La., following his graduation from the United States Air Force technical training course for aircraft structural repairmen at Amarilla Air Force Base, Texas.

Airman Griess is a graduate of Medford High school. His mother Mrs. Nathan Griess, resides in Medford.

TAYLOR HONORED
Marine Cpl. Lanny C. Taylor, son of Mr. and Mrs. Howard L. Taylor, 515 West 11th st., Medford, received a "Letter of Commendation" at the Marine Corps Base, Camp Pendleton, Calif.

He was commended for outstanding personal appearance and performance of duty. Taylor entered the service in January, 1960, and is a graduate of the Medford High school.

PROMOTED
Marine Lance Cpl. Gerald P. Spielbusch, son of Mr. and Mrs. Martin J. Spielbusch, 1365 Sweet rd., Medford, was promoted to his present rank while serving with the Third Marine division, Camp Hansen, Okinawa.

INDUCTEES
Three registrants of Jackson county were inducted into the Armed Forces recently at the Armed Forces examining and induction station in Portland.

They were Steven Carlos Morris and Paul LeRoy Christensen, of Medford; and Wallace Dale West, Eagle Point.

LAURA D. STEVENS
Private funeral services for Mrs. Laura D. Stevens, 60, of Ashland, who died Thursday, will be held at Ashland Mortuary Chapel, Fourth and D sts., Ashland, Monday morning. The Rev. P. Malcolm Hammond of the First Methodist church will officiate. Committal will be private.

Mrs. Stevens was born Aug. 14, 1882, in Jackson county, Missouri. She was married June 30, 1902, in Ft. Collins, Colo., to William James Stevens, who preceded her in death May 22, 1962.

She had been a resident of Ashland since 1929. She was a member of the First Methodist church.

Survivors include a daughter, Mrs. R. C. (Lorraine) Cuffel, Bellview, Wash.; two sons, Ellis J. Stevens, Portland, Ore.; and Melton B. Stevens, Metamora, Mich.; two sisters, Mrs. Earl Wilkins, Washougal, Wash.; and Mrs. Sam Moore, Ft. Collins, Colo.; two brothers, Wesley Dealy and Major Dealy, both in Colorado; and six grandchildren.

Your Money's Worth

By SYLVIA PORTER
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A STITCH IN TIME SAVES COMPANY
Few U.S. industries have been plagued in recent years by foreign competition as dramatically as the sewing machine producers — most of whom have simply disappeared or have liquidated their manufacturing facilities and become importers of the cheaper foreign-made machines. Of five major domestic sewing machine producers before World War II, only Singer Manufacturing Co. remains — and it does 55 per cent of its business in overseas markets.

How did Singer manage to triumph over fierce foreign competition? What lessons might Singer offer to other U.S. manufacturers? Here from its president, Donald P. Kircher, are some answers.

Porter: How did your company survive foreign competition?

Kircher: First, we completely redesigned our whole line of machines and we now have an accelerated program for bringing out new machines with new features the housewife wants. Any good U.S. company should be able to outdesign its foreign competitors, particularly for the U.S. market.

Second, we drastically cut our costs of manufacturing in America by completely modernizing our factories and automating production as much as we could.

Third, we improved our marketing. As retailers as well as manufacturers, our problem of improving service involves far more than just servicing machines. We have large fixed overhead costs which we are now trying to spread over a broader range of merchandise.

Porter: Did you also make greater use of foreign plants?

Kircher: To some extent, yes. We have imported lower-priced machines from our factory in Scotland since the war. But our largest gains in the U.S. market have been in our more complex, versatile and higher priced machines which are made right here.

Porter: What about the machines you sell abroad?

Kircher: They are mostly manufactured abroad, partly because the developing foreign nations are increasingly insisting on local production. In the last decade, we have added 18 smaller plants in less developed nations, we are in those nations now and a real factor in their emerging economies. As their industries develop so will their middle class, and this class is our best market.

Porter: Is the U.S. home-sewing market leveling off?

Kircher: The U.S. market is now almost triple what it was pre-war, but the biggest increase took place in the first eight to 10 post-war years. Recent growth, although continuing, has not been as fast.

The domestic home-sewing market will pick up again when the World War II babies start marrying and forming new families. Since the bulk of our sewing machines are bought by the younger age groups, this will be important for our industry.

Porter: Will corporation diversification speed growth?

Kircher: Even though 80 per cent of our business is still in sewing machines, we have started a diversification program. Our greatest problem is a common one — the cost of distributing and merchandising our products. While you can achieve dramatic savings in manufacturing as we have done-it is difficult to get the same kind of economics in distribution, especially in a field which requires special selling.

Porter: Specifically, how are you diversifying, then?

Kircher: We are diversifying in our shops to get more of a return on our fixed overhead costs by selling other products. Some are related to sewing (such as fabrics), and others (portable typewriters, floor care equipment) are designed to appeal to the same type of customers we serve. We are experimenting with a mail order business in some of our stores. By offering more merchandise in our retail shops, we also hope to increase sewing machine sales in shops as opposed to more expensive outside selling. Finally, we are diversifying our manufacturing by getting into completely new fields such as electronics. We had not previously been in any highly advanced technological area.

Porter: How seriously do you view the profit squeeze?

Kircher: It's a serious problem for the economy as a whole. But in our case, since 1958 our profits have grown faster than our sales.



TAKEN TO HOSPITAL — Sgt. Alvin C. York, famed World War I hero, showing apparent pain, is lifted from an ambulance at St. Thomas hospital in Nashville, Tenn. York was brought from his home in Pall Mall after doctors were unable to stop severe chest pains which began last week when he fell from his bed. His son, showing concern for his father, looks at him as he helps carry him into the hospital. (UPI)

Informal Hearing Set in Jacksonville

An informal hearing to acquaint all interested persons with the information available regarding plans to relocate and construct a section of the Medford-Provost highway in the city of Jacksonville will be conducted by the state highway commission in the Jacksonville city hall at 7 p.m. April 3.

Highway department engineering and right of way personnel will discuss engineering and right of way problems with residents who may be affected by the project.

The formal hearing will be held on April 4 in the Jacksonville city hall at 1:30 p.m. The purpose of the formal hearing is to discuss the route of the proposed project.

As proposed, the project begins at the easterly end of the Jacksonville grade-Jacksonville section of the highway which was completed in 1962 and extends in an easterly direction to a point approximately 500 feet westerly of the intersection of Park st. and the existing highway.

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School News

Lone Pine School
The fifth and sixth grade girls played their final volleyball game of the season at West Side recently. They will participate in inter-school girls' softball competition.

The PTA raised enough money to purchase mits for the girls softball team.

The fifth and sixth grade boys have started baseball practice, with Jack Brown, coaching.

Immunization shots were given all children who wished them recently. Dr. A. Erwin Merkel, from the health department was the administering physician.

Little Shasta School
Montague—The 19 Little Shasta school children made two field trips recently.

They were taken to Yreka by Mrs. Ed Hart, Mrs. Del Reynolds and their teacher, Mrs. Paul Weddle.

They had a guided tour through the museum with Mrs. Hazel Pollock, curator. Many of the children found articles donated by their own ancestors.

In the afternoon they went to the county library where they were shown the many sources of information to which they could avail themselves.

At the courthouse, Hartzel Gray, of the county school office, took the group to various offices.

Mrs. Weddle, Mrs. Blair Smith, Mrs. Carl Mort and Mrs. Larry Walters accompanied the group to the school in Montague, where they viewed the exhibit of the Pacific Telephone company.

They had a hot lunch in the school cafeteria.

California Man Is Sentenced to Jail
Gerald Thomas Peetz, 20, Long Beach, Calif., was sentenced to 10 days in the Medford city jail this morning in municipal court on a charge of carrying a concealed weapon.

Peetz is wanted by Lane county authorities for larceny in a dwelling. His sentence will be suspended upon transfer to Lane county, it was stated.

Dancing & Entertainment

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Demonstration by Arthur Murray Instructors