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OREGONIAN EXTENDS SCOPE OF HIS WORK FOR SEATTLE FIRM IN SOUTHERN CALIFORNIA.

In the Western Market Journal for June, 1926, is given a photograph of Paul J. Norcross. On the same page is given a picture of the room in which a new branch of Manning's Inc., coffee and tea purveyors, Los Angeles, is located, of which Paul is manager and executive. The following article explains the work which will be of interest to Central Point people:—

Central Point, Oregon, might be overlooked by the average traveler going north from Medford to Grants Pass even when he travels frequently up and down the Southern Pacific, but to Paul J. Norcross, Southern California branch manager for Manning's, Inc., purveyors of coffees and teas, it will ever remain one of the high spots in his career, because his start in life was made there on the ninth day of August, 1894. Ever since his birth in that community "Paul"—as his friends really know him—has looked upward and forward on the road to progress. The altitude of his native town, although within a foot of 1300, had little to do with his upward trend, for his greatest success has been scored on the lower level of the City of Los Angeles where he makes his headquarters.

His education was had in the public and high schools of Central Point, in a section of that state blessed with good agricultural land, but Norcross intensified his study of horticulture at the University of Oregon in Eugene before he returned home to effectively aid his father, W. H. Norcross, in the growing and shipping of apples and pears from the famous Rogue River Valley.

With the first sound of the bugle's call to arms Paul enlisted in the army of the United States in 1917, adding his strength to the number of young men of his home town. In 1919 he was honorably discharged at Fort Logan, Colorado, with the rank of second lieutenant, and immediately returned to the parental farm.

Like most men who improved themselves in the service of the American government he had the fever of real achievement in the field of commerce and left Central Point after three months to again seek adventure, beginning with a Seattle importing and exporting firm. There an acquaintance with D. Rae Te Roller ripened into Paul's first job with Manning's in 1921.

Starting at their Pike Place Market, the company's original store, as a coffee salesman behind the counter, Norcross was later assigned to their Restaurant No. 2 as a cook. He served six months in that capacity and helped in the management of that restaurant a year and a half, when he was transferred to the restaurant section of his starting place with the firm.

In May, 1924, he was assigned to Southern California as branch manager of the firm's business. Here he took charge of the coffee store and service counter in the Grand Central Public Market and of the store roasting plant and warehousing facilities in the Sanitary Market at Third and Spring streets, Los Angeles, as well as of their Federal Market branch at Long Beach, although Mr. Norcross stated: "I don't have to worry about the beach branch, because John Caulfield, our local manager in that city, is able to meet all requirements of a growing business."

A casual inspection of the company's latest addition in Southern California, located in the new Producers Direct Market near the Broadway frontage of the mart, between Second and Third streets, on opening day of the new establishment gave evidence of a combination perfect in equipment, unexcelled in service and attention paid to every visitor, and instantaneous results that reflect credit upon the firm's purchasing power, method of distri-

bution and departmental management.

"Serving 4,000 cups of coffee as a sampler the first day in the new Producers Direct Market, would have kept anyone going some," said Paul J. Norcross, "but we are prouder of the fact that nearly a ton of coffee and tea was sold there that day, which according to the calendar was Saturday, April 24, 1926.

"These things were made possible with a crew of six men, including my brother, Walter H. Norcross, for three years with our firm at 215 West Third street and since the opening in charge of our section in the new market, and eleven girls. Of course we had the equipment to make it convenient, two of the latest Hobart coffee mills on which we standardize, Toledo scales and National cash registers to insure correct weight and money transactions. The urns came from the Cusine Equipment Company, Seattle, who make them for all of our stores.

"Our Southern California roasting plant at 215 West Third street, Los Angeles, had for some time been kept busy preparing for that great day. For we double check all our coffees here and in San Francisco, a sample always being forwarded there for final O. K. by either E. M. Manning, president, or W. W. Manning, vice president of the company, whose headquarters are in the Northern city in the wholesale district at Davis and Market streets. At all of our roasting branches men are carefully schooled to the work before they are allowed to act independently in testing, blending and finishing the product for an exacting demand.

"In the new store we serve light foods, such as sandwiches, doughnuts, with coffee, but at our Grand Central Public Market branch we serve only coffee. Some folks purchase sandwiches elsewhere in that market and bring them to eat with the coffee they drink at our counter.

"It may be of interest to others that the ground work for Manning's foundation was laid in Boston, Mass., where the two brothers conceived the idea of specialty coffee and tea stores, bringing it west to Seattle, Washington, where they established their original coffee store about twenty years ago, W. W. Manning assuming the post of purchasing agent and roaster, with his brother, E. M. Manning, in charge of sales. Serving free cups of coffee was one of their early notions and the idea has been adhered to for special occasions. Two pennies bought a cup of coffee later and the original "stand-up" lunch strengthened the business. Rae Te Roller, who first employed me in the Puget Sound city is now secretary-treasurer and general manager of the company, with headquarters in Seattle, where J. P. Dunn is district manager with headquarters in San Francisco.

"Manning's Inc., today operates three stores in Seattle; three in Portland, Oregon; one market and store at Tacoma, Washington, known as Manning's Market, at Eleventh and Commerce; one store at Everett, Washington; a new market, established about a year ago, at Spokane, Washington; two stores in San Francisco; one store in Long Beach, and another in Oakland, California, opened May 14, 1926; in all sixteen establishments. We specialize in coffee, tea and spices, and serve coffee at every store. In Los Angeles and Long Beach 35 employees are in our service regularly.

"Our coffees come to our distributing centers, where we have principal warehousing facilities, direct from the leading coffee ports, and our tea in like manner comes direct from the gardens of Ceylon and India, and wherever the Orient produces it, to our designated headquarters, insuring convenient shipping facilities to each branch from each district office. Our success is

COPCO PREFERRED STOCK ADVANCES IN PRICE

Medford, Oregon, August 31.—On October 1, 1926, the price of Copco Six Percent Preferred Stock will advance from \$94.00 to \$95.00 per share.

This raise in price is announced by D. G. Tyree, Secretary of the California Oregon Power Company, who states "The active demand for this stock has called for an advance in price at this time. We are advising everyone now, so that people residing in our field of service may secure shares at the present price before the advance takes effect on October 1st.

"More than two thousand shares of this dependable investment have been purchased recently at the current price, as investors everywhere recognize the exceptional value of this security. During September interested parties may still obtain this stock for \$94.00 per share. On October 1st the price advances to \$95.00."

CENTRAL POINT SCHOOLS TO OPEN ON 13TH

The Central Point schools will open on Monday, September 13th.

An excellent corps of teachers has been secured. All are experienced and have Normal School or University training.

The grade school building has been thoroughly cleaned and re-arranged to care for the large enrollment which is expected. The new high school building is nearly completed and will be ready for occupancy.

School books may be purchased at Mee's Drug Store. As there is no change in books this year, pupils who are sure of their classification should purchase books early.

Children will be admitted to the first grade providing they are six any time during the first semester, which ends January 21. There will be a beginning class at mid-year, however.

Supt. H. P. Jewett announces the following corps of teachers:

- High School
 - Nettie Easter—Commercial.
 - Margaret Huntoon—English.
 - Flossie Blackburn—Home Economics and History.
 - Walter Carlson—Science and Athletics.
- Grades
 - D. F. Amick—Principal and Eighth grade.
 - Doris Kindle—Seventh grade.
 - Gladys Aubert—Sixth grade.
 - Muriel Matthews—Fifth grade.
 - Mabel Hager—Fourth grade.
 - Ethel Byran—Third grade.
 - Arlene Hay—Second grade.
 - Margaret Van Scoyoc—First grade.

YOUNG PEOPLE MEET AT PARSONAGE AGAIN

On Tuesday evening the young people of the Federated churches met at the home of Rev. and Mrs. J. M. Johnson for a social time together. The evening was fine, so the party was on the lawn. Thirty-three young people can surely have a good time on a lawn; and such was the case. Various games and stunts were engaged in until time for refreshments. The junior young people were serving in honor of the seniors. They served well.

At the close of the evening the pastor expressed his delight at having the young people at the parsonage; and hoped that the time would come when they could all be back. "Blest Be the Tie That Binds," was sung, and Rev. Johnson led in the closing prayer.

CHILD CLINIC

On Friday afternoon of this week at 2:30, a clinic, under the direction of Dr. Geary will be held at the Union church. This is for children entering the first grade and will be largely to test results of the clinic held earlier in the summer. Parents are urged to be present with children.

built upon these imports and personal service to all, a rigid policy of honest buying and honest selling."

THE BIGGEST EVENT OF THE YEAR WILL BE THE JACKSON COUNTY FAIR, SEPTEMBER 15 to 18.

The Jackson County Fair grounds can be likened to the hub of a wheel these days, for like the spokes that fit into the hub, all roads in this vicinity run into the fair grounds.

By all means of transportation, including railroads, trucks, automobiles, horses and wagons, bicycles and by foot, exhibitors are bringing their exhibits to the fair which opens here Wednesday, September 15 and continues through to Saturday, September 18.

Medford will be the mecca of thousands of visitors from both far and near. The Jackson County Fair has grown until today it is the outstanding event in the community. Local business men, who have supported the fair by offering special prizes and premiums are planning decorations to give the city the gala dress needed to create the Mardi Gras atmosphere.

That everybody is going to have a good time goes without saying. The management has arranged the best balanced fair in years both the educational features, including the livestock exhibits of horses, cattle, sheep and swine, and the agricultural and horticultural displays, as well as the work of the women and boys and girls, will prove of interest to all.

Thrills galore are promised by the entertainment program. Secretary Brown announces that more time and money has been spent in arranging this year's entertainment than in any other year. He asserts there will be enough action to satisfy all visitors. Among the outstanding attractions on the program are horse racing, vaudeville, band concerts, horseshoe pitching and a midway featuring a score of rides and shows.

The best harness racing card ever offered the fans of this section will

be one of the many features on the program of the coming Jackson County Fair, Medford, September 15 to 18.

The complete card, as announced today by Secretary Brown, calls for four days of racing, Wednesday, Thursday, Friday and Saturday, the 15th, 16th, 17th and 18th of September, respectively. It is a well balanced card, and with a record-breaking number of entries assured, should produce the keenest racing in years. The complete card:

Wednesday, September 15	
Purse	
2:17 Pace, 3 heats	\$ 500.00
2:37 Trot, 3 heats	400.00
Running Races, Overnight entries.	
Thursday, September 16	
2:14 Trot, 3 heats	\$1000.00
Free-for-all Pace, 3 in 5	600.00
Running Races, Overnight entries.	
Friday, September 17	
2:24 Pace, 3 heats	\$ 400.00
2:20 Trot, 3 heats	500.00
Running Races, Overnight entries.	
Saturday, September 18	
2:13 Pace, 3 heats	\$1000.00
2:10 Trot, 3 in 5	600.00
Running Races, Overnight entries.	

Purses totaling \$5,000.00 have been set aside by the fair management, to be split among the winning horsemen. Entries for the horse races must be sent in not later than August 15.

The Jackson County Fair track already is in pretty fair condition. A number of locally owned horses have been working out on the track for several weeks. The management will spend considerable money in dragging, rolling and working the track between now and fair time. Stable also will be cleaned up and renovated.

POINTS OF INTEREST ON EASTERN TOUR

Just before E. C. Faber started on his trip to the Eastern states we asked him to write a letter to the American office telling of interesting impressions that he might receive on his journey. This he failed to do, but knowing our own disinclination to write home when in a strange land we can easily overlook this neglect.

However, since his return we are not letting him off so easily and we have already gained a few points for publication.

Mr. Faber's first stop of interest was at Boise, Idaho, where he visited H. B. Faber, an uncle, and who is known in Central Point, as he at one time spent a year here and was, during that time an employee at the store. He had come here for his health, which he regained, and he is now well and hearty, attributing the regaining of his health to the Southern Oregon climate. He recalls his stay here, and the acquaintances he made, with much pleasure.

While visiting in that section the two men visited the Arrowrock Dam, a project put in under the U. S. Reclamation Service. It is 25 miles up in the mountains from Pocatello, and is one of the most massive and wonderful constructions of its kind.

It seems interesting to try to picture this accomplishment in which Nature is brought under control through the handiwork of man. The height is 348 feet; width at base, 223 feet; width at top, 16 feet; radius of curvature, 662 feet; length of crest 1,100 feet; length of spillway, 400 feet; depth of foundation below river bed, 100 feet; volume 610,000 cubic yards; outlets, 20 in number, each 4 feet, 4 inches in diameter; storage, 285,000 acre feet. The length of the reservoir is 18 miles and the water in the reservoir will cover to a depth of one foot an area of 445 square miles. The cost was more than \$4,600,000.

Travelers may park their cars on top of the dam and walk through the inside. The government has recently constructed the Minidoka

dam, close to Rupert, Idaho, which is also a great aid in supplying water for irrigation in that state.

On continuing his journey, in passing through Iowa, and viewing the vast acreage of waving corn, Mr. Faber thought of the people of Oregon, and he could see where they were going to have corn bread and bacon for breakfast every morning for at least a year.

With a two hour stop in Chicago, he arrived in Columbus, Indiana, to spend the 4th of July. Had a fine dinner with friends, and heard President Coolidge give an address by radio.

By July 6th Mr. Faber had arrived at Miltonsburg, Ohio, his old home town, where his father, 75 years of age, lives on his farm, which was homesteaded by E. C. Faber's great grandfather in 1810. At that time the Marietta government land office was functioning and encouraging settlement toward the west by granting homestead rights. This man was one of many who aided in the great westward movement of population. The land in many cases, as in this, is handed down through the generations from father to son. While Mr. Faber was there he assisted his father in harvesting the grain, hauling hay, etc. The old time system of cradling is used. This is because of conditions, there being many steep hills and the acreage is also too small to warrant the use of heavy machinery. Many of these homesteads are valuable because of the stand of oak trees. In general there is a condition of prosperity, many having incomes from oil wells.

Mr. Faber said that he never had seen the fields of Ohio greener nor the hills prettier than at this time. The roads were very bad, excepting the paved sections. The reason was because there was rain at least every other day, which also caused considerable humidity in the air. The frequent rains also account for the system of farming and most of the houses have slate roofs. The high-

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