

A. & P. Stores Remain Under Complete Control of Founder's Two Sons

George L. and John A. Hartford Direct Nation-Wide Business With 700 Units Operating in Indiana.

BY HELEN LINDSAY

THE larders of countless Indianapolis homes are stocked with food from the stores of the Great Atlantic and Pacific Tea Company, but housewives know little of the persons who are responsible for the nationwide business.

Seven hundred A. & P. stores are in operation in Indiana, seventy-five of them in Indianapolis.

The stores, providing food to millions of persons throughout the United States, are controlled completely by two brothers, George L. and John A. Hartford.



Mrs. Lindsay

Both men are past 60, and are the sons of the founder of the company, George Huntington Hartford. They grew up in Orange, N.J., where George, when he was 12, spent his Saturday afternoons in Newark, taking in the money in one of his father's tea stores. At 15 he left school, and began to go to New York each day with his father. Other tea stores were located in neighboring counties, and there even was one as far away as Chicago. The headquarters store, on Vesey street, in New York, was painted with real vermilion imported from China, and flecked with gold leaf. Here a band played every Saturday night, and the cashier's desk was built to look like a pagoda.

Each day young George received the receipts from the other stores in envelopes, and counted the contents. Baking powder first was added to the stock of the store. Young George was interested in it, and asked a chemist what baking powder was made of. When he was told that it was alum and carbonate, George fixed a screen in one corner of the Vesey street office, and told the chemist to make baking powder behind the screen.

That was the beginning of the A. & P. brand. Since that time, any commodities have been added to the stocks of the stores, bearing no label of the company.

The father of the two men now in charge of all the A. & P. stores served twelve years as mayor of Orange. George, the son, kept on working, as if his father was not mayor and founder of the Great American Tea Company, as the business was named then. The younger children played with other children in the neighborhood. One of those was Amos Alonzo Stages, who later made his name in baseball and football at Yale.

Chain Numbered 200 Stores in 1900

IN 1900 the company had 200 tea and coffee stores, and was incorporated. John went to work in the Vesey street store at 16, where he saw his father personally sign all checks of the company, and watched his brother riding about in a tallyho, flinging out handbills for the stores.

It remained for John to initiate the greatest change in the stores. In 1912 he opened the first of the economy stores. A grocery was set up which took no telephone orders, extended no credit, and made no deliveries.

To test the practicability of the new store, the first was opened on a side street in Jersey City. It was not named, and father and sons watched to see if it would take business away from the larger store which they owned in the same locality. It did more than that; it put the older store out of business.

Each of 7,500 Units Had Red Fronts

DURING the next three years the Great Atlantic and Pacific Tea Company opened 7,500 economy stores. Each was planned like the others, and each had the familiar red front. Price cutting was not indulged in, but economical operation was used for their success.

In 1930, John was elected president of the company, and George took over the finances. A portrait of their father hangs on the wall of their office, and the brothers still respect the memory of his business judgment.

Alma Frances Palmer to Wed in Mother's Bridal Dress

A wedding ceremony rich in traditions will mark the union of Miss Alma Frances Palmer, daughter of Mr. and Mrs. Fred L. Palmer, and Harold Eugene Honderich, son of Mr. and Mrs. Adam H. Honderich, which will take place tomorrow afternoon in the Meridian Heights Presbyterian church.

On the anniversary of her parents' marriage, yearling her mother's bridal dress and using her mother's bridal colors, Miss Palmer will exchange vows with Mr. Honderich before a grove of flowers. Yellow cut flowers will decorate the church for the ceremony which will be read by the Rev. Sidney Blair Harby.

Miss Emma Schmeier, Cincinnati, will sing bridal music, and to the strains of a wedding march played by Mrs. Harry McNeely, the bride's party will proceed to the altar. The bride's attendants will be Misses Mary Elita McIntyre, Wilma Reger, Sally Rankin and Martha Louise Boyd.

Miss McIntyre, as maid of honor, will wear yellow crepe with white taffeta trim and the three bridesmaids will be gowned alike in peach crepe. All will wear white taffeta picture hats and carry French bouquets in pastel colors. Miss Palmer has chosen light green crepe with a corsage of pink roses and Mrs. Honderich will wear a rose corsage with her black velvet dress.

John Grey Jr. will act as Mr. Honderich's best man and Richard

Palmer, Ralph Honderich and David Perry will usher.

The bride will enter with her father. Her wedding dress of ivory satin is trimmed in Duchess lace and will be worn with a ruffled hip length veil. Her shower bouquet will be composed of Johanna Hill and Sweetheart roses and lilies of the valley.

At a reception to follow at the Palmer home, 3307 Washington boulevard, a three-tiered cake will center the serving table which will be appointed in yellow and white the bridal colors of both Mrs. Palmer and her daughter.

From out-of-town will come Mrs. Bert McDonald and Miss Betty Jean McDonald, Muskegon, Mich.; Mr. and Mrs. Lynn Stanforth and Miss Jean Ann Stanforth, Louisville; Mr. and Mrs. William Stenz and son, St. Louis; r. and Mrs. Sidney Palmer, ansfield, O., and r. A. R. Holloway and Miss Edith Tompkins, Marshall, Ill.

Mr. Honderich and his bride will leave on a wedding trip and upon their return, will make their home in Indianapolis. The bride will travel in a rust wood outfit trimmed with mink, with brown accessories. The bride attended John Herron Art Institute and Mr. Honderich is a graduate of Purdue university.

Mr. and Mrs. Palmer will entertain tonight at the Marrot for their daughter, her fiancé and members of the bridal party. Pastel colors will appoint the dinner table.

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SOUTH SIDE	WEST SIDE
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	1233 Oliver Avenue
	2600 West Michigan St.

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1. Before her marriage Aug. 29 in St. Philip Neri Catholic church, Mrs. Edward James Troy was Miss Helen Elizabeth Farrell, daughter of Mr. and Mrs. James S. Farrell. (Photo by Plozman-Platt.)
2. Mrs. Carl H. Suding was Miss Sylvia Weber, daughter of Mr. and Mrs. Louis J. Weber, before her marriage Aug. 21. (Photo by Fritsch.)
3. The marriage of Miss Pearl Bryan, daughter of Mr. and Mrs. Louis R. Bryan and Ruben Risken took place Sunday. (Photo by Plozman-Platt.)
4. Mr. and Mrs. William Hufnagel are at home at 1108 College avenue. Before her recent marriage, the bride was Miss Mary Virginia Baker. (Photo by Dexheimer.)
5. Miss Myra Triller became the bride of Douglas Armistage Hall in a ceremony Aug. 30 at the home of the bride's parents, Mr. and Mrs. Peter P. Triller. Mr. and Mrs. Hall will make their home in Bloomington. (Photo by Dexheimer.)

Contract Bridge

Solution to Previous Contract Problem
BY W. E. MCKENNEY
Secretary American Bridge League

HOW many times have you heard contract bridge players remark: "I could have made the contract easily, if I had only had another entry into dummy?"

Appearances often are deceptive and the expert, faced with an apparent dearth of entries, seeks to manufacture them. In today's hand West has an oversupply of tenaces and an undersupply of entries in dummy.

At a casual glance, the cast appears hopeless. But Bernie Smith, playing the West hand in a duplicate game at Forest Hills, L. I., gleaned enough information from the bidding to determine upon a line of play which resulted in his obtaining a well earned top on the board.

West figured, correctly, that South must hold both the king of diamonds and the king of clubs in or-

der to make an opening vulnerable bid of one heart. He also figured from the bidding that South must have nine major suit cards. This would indicate that the two minor suit kings were doubletons.

The question confronting West, therefore, was how to enter dummy twice and still leave dummy's third trump intact with which to ruff a heart.

North, of course, made an opening lead of the king of spades, which West trumped. West now made the crucial play of the hand. He laid down the queen of diamonds. South could cash his king either now or never, and against a contract of five-odd, he gathered in the trick.

Quite properly, South now led a spade and West trumped. West played a small trump to dummy's jack and led the club deuce, finessing the jack, which held. If his count on the hand was accurate, he now knew he had victory in sight.

West laid down the club ace and dropped South's king. He followed with the queen of clubs, clearing the suit, and entered dummy again by leading the club six to dummy's eight.

Now a small heart was led and South was helpless. He could cash his heart ace and that was all. West is bound to make the king of hearts and has a trump left in dummy for his remaining heart.

West thus makes his contract of five diamonds, doubled, losing only the king of diamonds and the ace of hearts. He had, in fact, created not only one entry in dummy, but two.

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SIGMA ALPHA IOTA WILL OPEN SEASON

Zeta chapter, Sigma Alpha Iota, national professional musical society, will hold its first business meeting and luncheon at 12 Tuesday in the clubroom at the Arthur Jordan Conservatory of Music. Mrs. Clara Cox will preside. A meeting of the executive board will be held at 11.

LEGAL SORORITY OFFICERS CHOSEN

New officers of Eta Chapter, Iota Tau Tau, national legal sorority, are Miss Helen Smith, dean; Miss Lucille Smith, associate dean; Miss Bert Woodridge, secretary; Mrs. Mary Garrett, treasurer; Miss Mary Helen Dunn, historian, and Miss Alberta Schlick, rush chairman.

Miss Fletcher to Wed
The engagement of Miss Eileen Fletcher and Howard F. Murphy, son of John Murphy, is announced by her mother, Mrs. Herbert R. Fletcher. The ceremony will be read at 9 Saturday morning, Oct. 6, at St. Philip Neri church.

Wallace Union to Meet

Zerelda Wallace Union of the Women's Christian Temperance Union will meet at the home of Mrs. J. Fred Masters, County Line road, at 10:30 Tuesday. Directors will give reports followed by election of officers in the afternoon.

HORIZONTAL

2 Who was the Englishwoman who worked to help India?

13 Natural power.

15 To suggest.

16 Exclamation of surprise.

17 Age.

21 To bring legal proceedings.

26 Valleys.

22 Maxim.

24 Timber tree.

25 Pastries.

26 Singing voice.

28 Elder statesmen of Japan.

29 Covering for the apex of a roof.

30 Work of skill.

31 Red Cross.

33 Theme.

37 Exclamation of inquiry.

38 Fluid in a tree.

40 Sesame.

41 Cravat.

42 Some.

43 Kindled.

Answer to Previous Puzzle

16 Exterior.

18 To place in line.

19 To restrain.

21 To run away.

23 Music drama.

27 To scratch.

28 Wind.

32 Cheap cotton cloth.

34 To drink slowly.

35 Sound of sorrow.

36 Three-toed sloths.

41 To palpitate.

42 Genus including the moose.

43 Threefold.

46 Twisting.

47 In reality.

48 Elf's child.

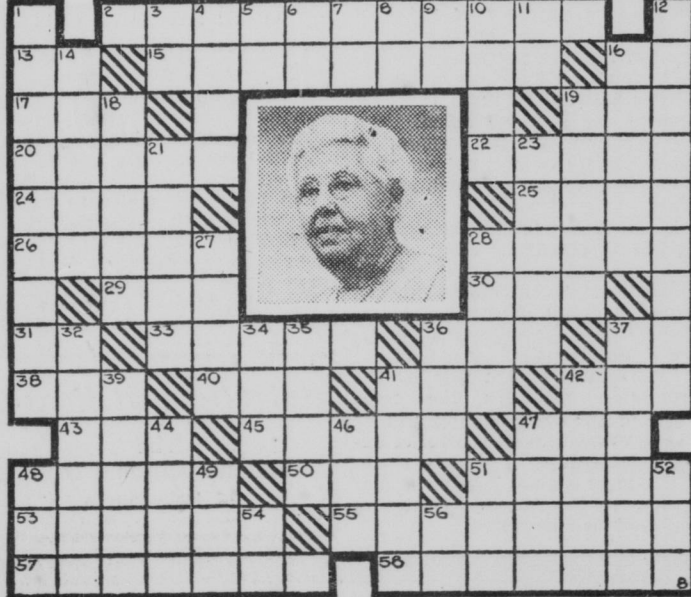
49 Old garment.

51 Exclamation of disgust.

52 Onager.

53 Southeast.

56 Northeast.



Miss Olsen and Harry Hartman to Wed in Church Rite

Mrs. William Hammond, organist, will play bridal airs tomorrow preceding the wedding of Miss Helen Olsen and Harry H. Hartman at 3:30 in the Gethsemane Lutheran church. The Rev. John A. Albert will officiate.

In the bridal procession will be Miss Marie Heger, maid of honor, and Misses Naomi Dietz and Virginia Snider, bridesmaids. Arthur Rahn Jr., the bride's nephew, will be ring bearer; Carl Schmidt, best man; F. E. Manker and Harold Rubin, ushers.

The bride, to be given in marriage by her father, Walter H. Olsen, will wear a gown of white lace over satin and a tulle veil and will carry a shower bouquet of bride's roses. Miss Heger's gown will be of pale blue lace, trimmed in pink. Miss Dietz and Miss Snider both will appear in pale pink gowns of sheer crepe, trimmed in blue, and all the attendants will carry pink roses and blue asters.

After the ceremony, a reception will be given for the immediate families and wedding party. The couple will leave for a motor trip in the east, the bride traveling in a blue crepe suit. The at-home announcement is for 4044 Graceland avenue, after Sept. 23.

D. of U. V. to Meet

Katherine Merrill Tent, Daughters of Union Veterans, will hold its regular meeting Monday afternoon at Ft. Friendly, 512 North Illinois street.

Alumnae Will Meet

Nu Zeta Alumnae chapter, Sigma Alpha Iota sorority, will hold a 6 o'clock dinner Wednesday night at the home of Miss Jeannette Tobey, 3824 Graceland avenue. The program will be given by members.

Meeting Scheduled

Meeting of Tuxedo W. C. T. U. will be held tomorrow at the home of Mrs. F. J. Bremer, 1044 Duane.

School Opening Starts Exodus of City Colony From Lake Maxinkuckee

Few Cottagers Remaining Enjoy Suppers on Beach; Labor Day Program Brought Formal Close of Season.

BY BETTY CONDER
Times Special Writer

LAKE MAXINKUCKEE, Sept. 8.—The season at Maxinkuckee formally has closed with the exodus of cottagers' families going to schools and colleges away from here. Some cottagers remain open for the hunting season for the lake is a mecca for ducks and wild geese. Some cottagers enjoy coming back for week-end trips.

Maxinkuckee cottagers enjoy this season of the year along the rugged shore line of the lake. Mrs. Stewart Wilson and Mrs. C. H. Bradley are seen often strolling along the east shore.

Mrs. J. H. Belden and her house guests, Mrs. Tilly Watson, Columbus, O., and Mrs. Mary Perseval, St. Louis, take walks into the country on roads leading from the lake. Mrs. C. O. Lanzer and her guest, Mrs. Edward Barry, motored along the Maxinkuckee Landing road this week and gathered bunches of bittersweet to brighten the interior of the Lanzer cottage, Nell Lodge.

Beach suppers are most appetizing on these cool nights. The Indianapolis contingent on the East Shore lane serve them quite frequently at their weekly Thursday night picnics. What little social life is left at Maxinkuckee this week-end is quite informal, for many are busy closing cottages for the winter.

Mr. and Mrs. Clemens Mueller had as their guests over the week-end Mr. and Mrs. Charles Robards and son Andrew, Indianapolis. Mr. and Mrs. Mueller and their two children, Marjorie Jean and Horace George, will return to their home in Indianapolis after spending the past three months at their summer home, Hilary Hill, on the east shore.

Mrs. John Sloane Kittle and son, John S. Kittle Jr., will return to their home in Indianapolis tomorrow after spending the summer at their cottage Fair Winds. Week-end guests of the Kittles were Mrs. Rena Kittle and her daughter, Miss Florence Kittle, who will come later to Fair Winds to spend some time in the autumn.

Dr. and Mrs. William Kemper and Dr. and Mrs. Harry Lear, Indianapolis, were week-end guests of Mr. and Mrs. Donaldson Trone at their cottage in East Shore lane.

Arthur Loftin, Indianapolis, spent Labor day at the Stuart Dean cottage.

Mr. and Mrs. Chester Albright and son Rodney and daughter Mary Jo spent the Labor day week-end at their cottage after making a short trip through Canada recently.

Mrs. C. C. Chambers and children, Marjorie and Carl Jr., have returned to their home in St. Louis after spending the season at their summer home on the east shore.

Mr. and Mrs. William A. Steinhaber were at their cottage, The Buckeye, over Labor day and had as their house guests Dr. and Mrs. J. Carlton Daniel, Indianapolis.

Mrs. George E. Home and her children, Betsy and Marjory and George E. Jr., have gone to Indianapolis after spending the summer here. Miss Betsy Home will be in school at Chatham Hall, Virginia, this year.

Mr. and Mrs. William Munk have returned to Indianapolis, having spent the summer in the Bernard Vonnegut cottage on the east shore.

Returns to Washington

Miss Mary Birch Ingram has returned to her home in Washington after being at Culver all summer as a guest of the C. E. Coffin cottage.

Mrs. Wesley Shea entertained guests over the week-end from Chicago at her cottage. The guests included Mr. and Mrs. Frederic von Ammon Jr., Miss Jane Griffith, Frederic von Ammon Sr. and Harrie Shea.

Dr. and Mrs. J. E. Holman and their children, Rosalie and Jerry, were at the cottage over the week-end. Miss Holman will leave Monday for Westport, Pa., where she will be at school this winter.

Mrs. C. L. Barry and children, Lucille, Helen and Victor, returned to their home in Indianapolis Thursday. Louis Barry and his house guest, Frank Towell, Indianapolis, will return to the city Sunday after closing the Barry cottage. Miss Lucille Barry will enter St. Mary-of-the-Woods this year as a freshman.

Mrs. T. L. Locke and children, Elsie Ann and Ted Jr., will go this week-end to their home in Indianapolis after being here for the summer.

Miss Helen Behmer has gone to Frankfort to visit Miss Mary Ryan before returning to Indianapolis for the rush season at Butler university. Mrs. A. M. Luthin has planned a foursome at bridge Wednesday night for Miss Behmer. Other guests were Miss Lois Bess Morris and Miss Lois Butler.

Miss Locke Gives Supper

Miss Barry entertained guests from Indianapolis Labor day at the Barry cottage in East Shore lane. The guests included Misses Florence and Grace Taylor, Louise Rhodhamel, Peggy Failing, Robert Taylor and Ralph Taylor.

Miss Elsie A. Locke entertained a number of the younger set Friday night at a supper on the beach in front of the Locke cottage. Following the supper the guests participated in a treasure hunt, the clues being scattered about the cottages around the Maxinkuckee Landing.

Miss Locke's guests included Misses Betty and Patty Mather, Helen Jean and Mary Alice Henderson, Frances Hitch, Marjorie Chambers, Emily Elliott, Marjorie Baxter, Jean Ramsey, Marjorie Home, Bill Beck, Cal Chambers Jr., Robert Henderson and Ted L. Locke Jr.

The East Shore Lane Association held its annual meeting Labor day at the Trone cottage. Election of officers took place. Donaldson Trone is president; Frank Ward, vice-president; Paul H. Kraus, Jr., treasurer, and Mrs. Wilbur Johnson, secretary.

Improvement of the road and beautifying the lane were the main topics of discussion. The association plans to employ a caretaker for the winter for all the cottages of the lane instead of each cottager having its individual caretaker. Dr. J. E. Holman joined the association this year.

The final regatta of the Maxinkuckee Yacht club was held on Labor day. The wind was high, making it difficult for the skippers to prevent their boats from capsizing. George Home capsized in the William Ray Adams boat. Norman Michael, Chicago; Walker Winslow, William Griffith and William Munk, all of Indianapolis, were winners of the race.

Chapter to Meet

Kappa chapter, Mu Phi Epsilon sorority, will hold a business meeting at 7:30 tomorrow night at the chapter rooms, 3411 North Pennsylvania street.

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Ward Club to Meet

Meeting of the Tenth Ward Young People's Democratic Club will be held Wednesday at 215 East New York street.

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