

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 nation-wide 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.

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 these was Amos Alonzo Stagg, 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 tallboy, 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

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, Louisville; Mr. and Mrs. William Stenz and son, St. Louis; r. and Mrs. Sidney Palmer, Indianapolis, and rs. A. R. Holloway and Miss Edith Tompkin, 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 wool 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 Marott for their daughter, her fiance and members of the bridal party. Pastel colors will be used for the wedding dress.

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

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