

"Hello Central, Give Me a Lemon Soda"

Soda Shop in Youngstown, Ohio, Inaugurates Novel Plan of Installing Telephones in Stalls—Customers are not Delayed by Waiting for Attendant—Idea Makes Big Hit and is Great Business-Getter

By REX McCONNELL

CERTAIN PLACES and certain shops in every town in the course of time become institutions. They become so much a part of the town helping to tinge its traditions and history, that eventually the outside world comes to know the town by its institutions. Thus in Youngstown, Ohio, Burt's soda shop has grown to be a center for the social life of the city.

waters pulsate and bubble in murmurous plaint and fill the garden with tinkling song. Further to heighten the atmosphere of outdoors there has been placed a multitude of warbling canaries in the crannies in the walls above the arbors, together with potted plants.

Owing to limited baking facilities in the past, it was frequently impossible to keep stocked with the full



A Telephone has been Placed in Each Stall of Burt's Shop

"Meet me at Burt's" is a phrase Youngstown folks have been hearing for years, yes, for a quarter of a century.

When one enters Burt's new place in Youngstown he is impressed first by the depth of the beautiful vistas, the atmosphere of intriguing languorous ease and the wealth of subdued color as carried out in the decorative scheme.

"The Arbor Garden," the meeting place of Youngstown's soda and confection lovers, is one of the sort lovers might find nestling at the foot of a broad flight of steps between the two quaintly shingled vine grown wings of a fine old manor house. Vine covered pergolas snuggle close to the sides of the court, soft lights through colored glass windows shine and glow over chummy refreshment booths and out upon the paving of the old stone court; two chaste fountain figures stand surrounded by sculptured animal conceits and

line of baked goods. In planning the new establishment Mr. Burt emphasized this department.

"We cannot assure a plentiful supply of all the customary items in Burt's Home Style line of baked goods, cakes, pies, patty shells, French pastry, nut breads, Boston brown breads, sandwich breads and rolls of all kinds," said Mr. Burt.

From the "Arbor Garden" one may go indoors either by way of the broad flight of steps or through the small doors up at either side of the steps. By the latter way one enters the "Wistaria Tea Garden," where club luncheon is served each week and sodas are dispensed from 11:30 to 2 p. m. each day and where private service may be had at any time for as many as sixty people in individual parties, club meetings and afternoon teas.

Burt's Home Style baked goods are made now in a bake shop ideally equipped not only to maintain the high standard required in these foods, but also to pro-

duce them in quality more nearly equal to the demand. Pastries, rolls and breads are produced here in the most modern sanitary bakeshop in the state.

In the Burt establishment the problem of sales help and the problem of service have been solved by a new and novel system which is simple yet all inclusive, and when one sees it working he wonders why someone has not thought of it before.

One of the first things one will notice when he enters the Burt Arbor Garden will be the absence of servants and waiters. A vacant table is sought under the arbor and the menu is picked up and examined. No girl stands ready to come forward when you beckon. No novice hovers around to bother or hurry in your perusal of the menu. You take your time in ordering. You enjoy to the fullest extent the pleasure of adventuring through the menu and of mentally combining the items that might go best to satisfy your craving for drink or food.

You gaze about you and nod greetings to your friends. You even feel so free and unrestrained in your enjoyment of the atmosphere of subdued lights and softly sounding music that you will want to gaze about you and enjoy the charm of the decorations and artistry of the fixtures and appointments.

At last you are ready to order. What do you do? Why, it is as simple as A. B. C. Your menu is in your hand. You reach to the end of the table and grasp a telephone. There is an instrument in each of the thirty booths that cluster under the arbor. At the other end of the line is a courteous and efficient order clerk. She takes your table number and order, enters your desires on the proper blank and passes on the slip to the mountain manager or chef. Lined up and waiting their turns will be the delivery girls. A peep without your booth will show them waiting to serve you. They work on the order of the bell hops of a well managed hotel. That is all there is to it. There is no fuss, no bother, no delay, no forcing of the patron and no annoying incidents. Everybody gets the same kind of service.

This system was installed by the Western Electric Company. When asked to give something of the origin of this idea, Harry Burt explained as follows:

"In my many years' experience I have found that in dealing with each patron there are one of three things that may occur to displease him. The girls, no matter how well trained, may make the mistake of getting to the customer too soon or too late. If the girl gets there at the proper time everything will be all right until the patron wishes to give a second order. Someone may come in and sit down with him. The girls fail to notice the new arrival or are too busy to wait on him. Whatever happens we lose the chance of a sale and have created an antagonism that may prevent future visits.

"I have given the matter much thought," said Mr. Burt. "I believe the system I have devised will prevent much of the trouble of the past. The idea is original with me and the new Arbor Garden is the only place, to my knowledge, where such a system is in use.

CHILDREN MADE ILL FROM CANDY

Splinters of wood, sawdust and excelsior were found embedded in a novelty chocolate candy, sold to pupils of a school in Jersey City, N. J., resulting in the serious illness of six children and an investigation by the Board of Health, which may lead to the arrest and prosecution of the candy manufacturer.

The children bought the candy at the store of William Lewis, at 30 Morris street, a few doors from the school. Shortly after eating the chocolate confection

they were in great pain and had to be taken to their homes. They all were eight to ten years old and enrolled in primary grades at Public School 16.

The unusual plight of the six pupils caused a hurried investigation to be made by the Board of Health, assisted by school authorities and the police. It was learned that all of the children who became ill had bought the new chocolate candy just placed on sale at Lewis' store. Lewis was questioned and his stock of novelty chocolates was examined. Upon the discovery of so much foreign matter in each piece it was all confiscated.

SAY HUYLER CASHIER DREW GUN ON CUSTOMERS

The complaint in four suits for \$25,000 each against Huyler's which were filed in the Supreme Court of New York City recently contains allegations that the cashier of a Huyler store on Broadway south of Fiftieth street used an automatic pistol to enforce payment of a check for ice cream sodas, from four men, three of whom served as officers in France and one of whom was Assistant Commissioner of Insurance during the war. This plaintiff was Arthur K. Knauth, who was graduated from Columbia in 1912, and two others were his brothers, Felix W. and Victor W. Knauth. The fourth was Jose A. Machado, Jr, who, with the other two Knauth brothers, is a Harvard man. Arnold Knauth is in the insurance business, Victor is a newspaper man and Felix is in the woolen business. Machado is the son of the Vice President of the American Bank Note Company and is president of a corporation in the Woolworth Building.

The four men assert that on Oct. 9 last after attending an evening performance at a nearby film theater they entered Huyler's store and ordered two frosted chocolates, two frosted coffees and a double chocolate ice cream soda. They say the fifth member of the party took a check for 80 cents from the waiter and walked out ahead of the others, paying the check as he passed the cashier's desk. It is alleged that the waiter then gave Felix Knauth another check for \$1.05, which was the total amount of the bill. Felix Knauth says he explained to the cashier that 80 cents had been paid and tendered the balance of 25 cents.

The suits allege that the cashier denied knowledge of the 80-cent payment, and when the others insisted that payment had been made he ordered the employees to prevent them from leaving and then ran around his cage and pointed an automatic pistol at them. They say the store was in such a commotion and they had such fear that the pistol might be used that they paid the money demanded. They say they were "shocked, chagrined, shamed and humiliated" by the action of the cashier, who, they allege, was acting according to instructions from his employers in drawing the pistol to enforce payment of the check.

THOMAS-BLACK COMPANY

One of the pioneer companies to place a hot cocoa preparation on the market was the Thomas-Black Company, of Columbus, Ohio. Their Black's Instant Hot Cocoa put up in cartons for individual service, also their Black's Individual Bouillon in individual bottles, are both standard preparations and have enjoyed large distribution through the West and Middle States for several years.

They have recently started to introduce these goods in the Eastern territory where they will, no doubt, be welcomed by many dealers who want reliable hot drink preparations which have proven their efficiency in other territory.