



*John Diltz in front of his store in Mildred on Jackson St. in 1912. He'd recently purchased it from C. P. Hope, and closed in 1933.*

Sept. 28, 2016

## **TOURING SULLIVAN COUNTY'S MUSEUM . . . while dusting**

Anyone out there remember Charnitski Bros. markets, both in Dushore and Mildred? The reason we ask is that one of their ads came up while doing research for something entirely different but what took us aside was the first item in bold print: **"Butter 2 lbs. 73c"** Yep, you read that right – 73 CENTS, or 36 ½ cents per pound! The date was March of 1937.

Okay, so that's seventy-nine years ago and yes the value of a dollar has changed, and yes a whole lot has changed including what and how we choose and

eat our foods today. But back then the lady of the house still made up a list, perhaps daily, and went to the local store for the staples to feed her family. Most women did all their own baking and canned much of the fresh vegetables and fruits in season.

We're going to repeat just some of the items featured in this ad: Circle W Coffee – 2 lbs. for 35c, Catsup – 14 oz. bottle 2 for 25c, Octagon Giant Soap – 6 cakes for 25 c, Fish Fillets – 9c lb., Sea Trout – 10 c lb., Sardines – 6 for 25c, Salmon – 3 tall cans 29c, Perlo Flour 24 ½ lb. bag 95c – 49 lb. bag \$1.89 – 98 lb. bag \$3.75 [Money back Guarantee on every sack.], Chuck Rib End – 18c lb., fresh ground Hamburg – 2 lb. for 33c, Soda Crackers – 4 lbs. for 29c, Oyster Crackers – 10c lb., Evap. Milk – 3 cans for 20c, whole-milk Cheese – 23 c lb. and local fresh Eggs – 23 c doz.

Now, knowing your prices today, these figures may seem unbelievable for us but back then America and the world were just beginning to bring themselves out of the great depression. Increased prosperity brought with it increased prices of commodities. The folks in 1937 must've thought that these prices could break the pocketbook, but then again to have this variety of groceries made available to them at their local market was also a dream come true after the lean times from their recent past.

And throughout the years local markets, like Charnitski's and today's Hurley's or Dushore Market, remain in rural and small town areas as relaxed places to run into friends and acquaintances and catch-up with one another or just talk about the weather. So you see, sometimes the more things change – the more they stay the same . . . except that is for the price of a dozen eggs.