

Along The Way

By Emily Killete

Along the Way has featured articles from the old volumes of Duplin Times which tell about the County's history. But, just as interesting as the people, places and events are the prices Duplin folks have paid during the past for clothes, food, transportation and appliances.

Early volumes of the Duplin Times do not carry much advertisement which state prices. In fact, much of the 1930-40 advertising did not include much more than the item for sale, the company and the owner's name and the city location. Beginning in the late 1940s products and prices began to be quoted and a competitive nature could easily be seen with two or more advertisements in each issue from businesses selling the same products. And, the biggest change was among the advertising of the food stores which quoted prices on weekly sale items.

From the ads in the 1949 issue of the Duplin Times, Along the Way will feature some of the prices in this week's column. Among the prices will be items familiar to almost every age person, so compare the 1949 cost and the 1985.

Featured items in the February 18, 1949 advertisement for the A&P Supermarket were: Tea, 1/4 pound 25c; 2 1/2 can sliced peaches or halves, 29c; A&P vegetable shortening, 3 pound can, 99c; Swift's shortening, 4 pound carton 91c; mild American cheese, 46c a pound; Eight O'Clock coffee, 3 pound bag \$1.15; A&P Pork and Bean, 16 ounce 10c; A&P strawberry preserves, 16 ounce 37c; Libby's corned beef hash, 16 ounce 37c; Marvel home style loaf, 1 1/2 pound 18c; A&P fruit cocktail, number one can 27c; A&P Sparkle, three boxes 20c; A&P straight or elbow macaroni, two boxes each 3 ounce 19c; fresh carrots, two bunches 17c; and red, white or yellow onions, 2 pounds 23c.

Additional food prices were found in the March 4, 1949 issue which featured meats. The advertisement was from Garner's Self Service Grocery Market in Warsaw. Advertised specials included T-bone and round steak, 72c; thick fat back, 17c; lean rib side, 29c; bacon, 57c; Smithfield smoked picnics, 48c; and a 19 pound bag of flour, 75c. No indication of pound was given with the meat items.

Furniture advertisements were carried in the 1949 Duplin Times but few listed prices. Sol Isaacs-George Casteen Furniture Company of Goldsboro placed a sale announcement in the March 25 issue. The sale featured a three piece mahogany bedroom suite at \$167.95. The colonial style suite included a double bed, dresser and chest, optional pieces were also available to add to the suite.

School Food Service Meeting

Members of the Duplin School Food Service Association attended the North Carolina School Food Service Association annual meeting in Charlotte, June 20-21. The local school food service employees joined over 1,400 members for the two day event.

During the meeting at the Charlotte Civic Center, school food service employees had an opportunity to explore a variety of subjects. The trend toward buffet meal service in school cafeterias was examined. How to merchandize potatoes and the breakfast program were also topics. The key address by Carol Beaudoin of Florida was on "Self Worth=Net Worth".

The North Carolina School Food Service Association presented awards to three members of the media for outstanding coverage of child nutrition programs.

Members competed in a culinary art show and seasonal decorations displays. The meeting concluded with installation of officers.

Funding for child nutrition programs was an important issue. Legislative Chairperson Margy Fink brought members up-to-date on current legislation. Many school districts will find it necessary to raise lunch prices this coming year.

The following people from Duplin County attended the meeting: Shirley Wood and Carolyn Rouse of Wallace Elementary School, Evelyn G. Smith of Chinquapin School and Frances C. Smith of Chinquapin Primary.

Piano Tuning and Repair
Jimmy C. West
Registered Piano Technician
Box 502, Warsaw
Kenansville, NC 28634

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SUBSCRIPTION PRICES
Single Copy 11 Cents
In Duplin and Adjoining Counties
6 Mos. —\$1.83 1 Yr.—\$3.66
Outside of Duplin and Adjoining Counties
6 Mos.—\$2.35 1 Yr.—\$4.70
Outside North Carolina
\$5.50 per year

advertisement of used cars at Kingston Auto Auction. Prices quoted in the Kingston Auto Auction ad began with a new 1949, 8 cylinder Pontiac for \$2,610 and followed with used bargains which included a 1949 Ford convertible, \$1,830; 1948 Chevrolet SM, \$1,665; 1948 Ford Tudor, \$1,370; 1946 Ford, \$1,075; and a 1946 Plymouth, \$920.

But, if you wanted to travel and not be bothered with road maps or driving, the Greyhound bus line departed daily from Warsaw, leaving Warsaw by Greyhound to Wallace the fare was 50c; to Wilmington,

\$1.40; Charleston, S.C., \$4.85; Goldsboro, 70c; Raleigh, \$1.80; and Washington, D.C., \$6.50. Another option of travel from Warsaw was the passenger train. The Coast Line Train service departed from Warsaw each day at 4:30 p.m. and arrived to return passengers at 11:31 a.m. From the Warsaw depot passengers could reach points north to Richmond, Washington and New York and south to Wilmington. Passenger stops were also made at Wallace, Rose Hill, Magnolia and Faison within Duplin. Prices of the train fares were not quoted on the

advertisement of the departure and arrival schedule.

If a vacation meant the addition of new clothes to the wardrobe, the August 5, 1949 advertisement by Kramer's Department Store of Wallace would be helpful. The store featured a half price sale on ladies dresses, values up to \$14.95 each. Men could find a good selection of summer suits sale priced at \$42.50-32.50. And, ladies casual shoes by Life Stride and Buster Brown valued at \$6.95 a pair were sale priced at \$3.95. Strickland's Department Store of Warsaw featured men's work

clothes in an April 8, 1949 advertisement listing pants for \$1.98 and shirts, \$1.49 to \$1.94.

Appliances were also becoming a popular item for targeted advertisements. Brown and Miller Furniture Company of Beulaville advertised a Maytag washing machine May 13, 1949 at the price of \$124.95. The next week an advertisement from Warsaw Electric and Appliance Company featured a 7.2 cubic feet refrigerator for \$232.50. Roscoe Jones of Kenansville advertised his company's sale of Tappan gas ranges for \$159.50 during August of 1949.

BEULAVILLE'S OLDEST GROCERY STORE SERVING BEULAVILLE & SURROUNDING AREAS FOR 50 YEARS!!

WHALEY'S

SUPER MARKET

OPEN TIL 8 P.M.
FRIDAYS & SATURDAYS

WE WELCOME
FOOD STAMP CUSTOMERS

BEULAVILLE

We reserve the right to limit quantity

Monk Whaley, Owner
Phone 298-3646

PRICES EFFECTIVE JULY 4,5,6

WHOLE
RIB EYES
LB.

\$2.99



BONELESS
STEW BEEF

\$1.89 LB.

FRYERS

LIMIT 2 WITH
\$12.50 FOOD ORDER

LB. 49¢



RIBEYE
STEAKS

\$3.49 LB.



FROSTY MORN
HOT DOGS
69¢ PK.

FROSTY MORN
BACON
\$1.19



COUNTRY
HAMS

\$1.29



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Outside North Carolina
\$5.50 per year

EMBERS
CHARCOAL
10 LB. \$1.69
EMBERS INSTANT LITE
CHARCOAL \$1.39

5 LB. SHAWNEE
FLOUR
LIMIT 1 WITH \$12.50
FOOD ORDER
69¢

DUNCAN HINES CAKE
MIX
LEMON, YELLOW
GOLDEN 79¢

CHEF BOYARDEE
BEEFOGETTI & BEEFORONI
SPAGHETTI & MEATBALL
& BEEF RAVIOLI
7 1/4 OZ. 2/89¢

POCAHONTAS
SALAD
DRESSING
32 OZ. 99¢

MAOLA 5 QT.
ICE CREAM
\$3.79

SEVEN-UP
DIET
SEVEN-UP
&
MT. DEW

2 LITER 89¢

CRISCO
OIL
48 OZ. \$2.69

PETER PAN PEANUT
BUTTER
18 OZ.
\$1.49

MR. P'S
PIZZA
59¢

PARKAY SQUEEZE
MARGARINE
99¢

PEPSI
DIET
PEPSI
PEPSI
FREE

2 LITER 89¢

HOT SHOT FLY
SPRAY
\$1.89

AJAX WASHING
POWDER
99¢

PALMOLIVE
SOAP
4 BAR \$1.69

CHICKEN &
RIB BARBECUE
SAUCE
18 OZ. 69¢

HUNT'S
CATSUP
32 OZ. 79¢

CABANA POTATO
CHIPS
RIPPLED & BARBEQUE
CHEESE PUFFS
BUY 1 GET 1
FREE

BOUNCE FABRIC
SOFTNER
BUY 1 AND GET 1
FREE

DAWN DISH
DETERGENT
22 OZ. 99¢

WATERMELONS
\$2.79

BANANAS
29¢

