

## Arnold's Milk Jugs

*Noel Jackling*

In the great depression, just getting a meal on the table could be difficult. During the 1930s, many Wodonga folk shopped for their food supplies at the general store of A Arnold & Co. If they could not afford to pay, they would commonly put their purchases on account, and have them delivered to their home free of charge.

In 1924, Arthur Arnold and his father Wilhelm Arnold had established a general store in High Street, near the water tower, but in 1931–32 they moved to new premises in High Street on the corner of what is now known as Elgin Boulevard. In 1933-34 they widened the frontage of the shop, and added new premises at the rear for the sale of produce.



During the depression, A Arnold & Co enticed customers into paying their accounts by rewarding them with a small individual cream or milk jug upon payment.

As customer debt mounted during the depression, it became difficult for Arthur and Wilhelm to re-stock the shop, so they enticed customers into paying their accounts by rewarding them with a small individual cream or milk jug upon payment.

The jugs were made in Czechoslovakia and displayed the war memorial, water tower and bandstand from Woodland Grove, Wodonga.

One of the jugs is held by the Albury library museum and serves as a reminder of those harsh days.

Arnolds' fiercest opposition was Moran & Cato in Albury, which sold grocery items at prices that undercut those of A Arnold & Co. Moran & Cato only sold for cash and did not make free home deliveries.

This, the Arnolds found abhorrent, for it was they and their other opposition Manns, who, by allowing the charging goods on account, supported the populace of Wodonga to eat in times of great need. Frederick Cato became a wealthy man and one of Victoria's greatest philanthropists.

The Arnolds continued to trade until they finally closed their store in 1950.

Wilhelm Arnold was a brother of J G Arnold, whose business ultimately became the present day Arnold's Fruit Market, Wodonga.