

Rea & Derick Inc. World War 2 Era Menu

I'm reasonably sure this menu came from the Rea & Derick drug store in Berwick sometime during World War two.

The Rea & Derick drug store chain was founded in Sunbury, Pa., July 2, 1920, by Scott C. Rea, and George C. Derick.

Other stores were opened in the 1920s in Northumberland, Shamokin, Selinsgrove, Lewiston, Bloomsburg, State College, and Tyrone. By the end of the 30's, twenty-three were in operation. One was opened in Hazleton in 1941 and there was one in Berwick by 1942. A photograph of it, taken by Fred Longenberger of Berwick, was reproduced in the book *Captured Moments in Time 1942* published by my mother Helen Kelchner in 1997.



Looking west on Front Street from Market.

Berwick Rea & Derick in 1942



Detail of above photo

The menu is dated to the war years by the line at the bottom “For Victory. Ask for your change in U.S. war saving stamps.”

I remember going to the soda fountain in Rea & Derick for chocolate fountain cokes when I was in high school (1960-1964). At that time, I was interested in anything related to science (such as chemistry) and experimented making small amounts of gunpowder. My mother, in that far-off and innocent age, actually wrote me notes telling the druggist at Rea & Derick that I was allowed to buy saltpeter for my explosive education.

The Rea & Derick chain was acquired by Peoples Drug in 1985.

M E N U



REA & DERICK
INC.

Appetizers

Tomato Juice - - - 10c	Grapefruit Juice - - - 10c
Orange Juice - - - 10c	Grape Juice - - - 10c
Apple Juice - - - 10c	V-8 Cocktail - - - 10c

Egg, Milk and Fresh Fruit Drinks

Cream Buttermilk - - - 05c	Fresh Fruit Orangeade - - - 10c
Malted Milks - - - 20c	Fresh Fruit Lemonade 10c
Milk Shakes (all flavors) - - - 15c	Fresh Fruit Lime Rickey - - - 10c
Milk Individual - - - 06c	Malted Milk with Egg 25c
Fresh Fruit Limeade - 10c	

Sundaes Ice Creams

Banana Fudge - - - 25c	Fudge Almond - - - 25c
Banana Split - - - 25c	Fudge Pecan - - - 20c
Butterscotch (Whitman's) - - - 15c	Hot Fudge - - - 15c
Butterscotch Pecan - 20c	Marshmallow - - - 15c
Butterscotch Almond - 20c	Marshmallow Pecan - 25c
Cherry Whole - - - 15c	Marshmallow Almond 25c
Chocolate Walnut - 20c	Pineapple - - - 15c
Chocolate Peanut - 15c	Pineapple Nut - - - 20c
Chocolate Almond - 20c	Swiss Fudge Almond - - - 25c
Chocolate Pecan - - - 25c	Strawberry (Fresh Fruit) - - - 15c
Frozen Fudge (Whitman's) - - - 15c	Walnut (Wet) - - - 20c
ICE CREAMS, Individual Order - - - - - 10c	
SHERBETS, Individual Order - - - - - 10c	
All Sundaes Served with Whipped Cream and Cherry	

**FOR A SATISFYING LUNCH
A R&D SALAD BOWL OR COLD PLATTER**

R & D Ice Cream Sodas

Chocolate	Root Beer	Orange	Cherry
Strawberry	Lime	Gingerale	Lemon
	Vanilla	Pineapple	
	"The Best Soda In Town"		
Large Portion Ice Cream and Whipped Cream - - - 15c			

Chicken-Sandwich - 25c	Ham and Cheese - - - 25c
American Cheese - - - 15c	Hamburger - - - 15c
Bacon - - - 15c	Liverwurst - - - 15c
Bacon and Tomato - 25c	Peanut Butter - - - 10c
Bologna (Lebanon) - 15c	Peanut Butter and Bacon - - - 20c
Canadian Bacon - - - 20c	Pork Barbecue - - - 15c
Cheeseburger - - - 20c	Smithfield Ham Spread - 15c
Chicken Salad - - - 20c	Pimento Cheese (Home made) - - - 15c
Chicken Salad and Bacon - - - 25c	Steak on Bun - - - 20c
Cream Cheese and Jelly 20c	Swiss Cheese (Natural) - - - 15c
Cream Cheese and Olive 20c	Swiss Cheese and Ham - 25c
Egg (Sliced) - - - 10c	Tunafish Salad - - - 20c
Egg Salad - - - 15c	Tunafish Salad - - - 20c
Ham (Baked) 20c 20c	Tomato Burger - - - 20c
Ham Salad - - - 15c	Tomato and Lettuce - 15c

Sandwiches

Smithfield Minced Ham Combination Sandwich - 20c
with Peanut Butter, Cheese, Sliced Egg or Tomato
All Sandwiches Served with Lettuce and Mayonnaise
No Extra Charge for Rye, Whole Wheat or Toast

- (1) R&D Jr. Club—Sliced Chicken, Bacon, Tomato, Lettuce and Mayonnaise - - - - - 40c
- (2) Baked Ham, Sliced Egg, Sweet Relish, Tomato and Lettuce - - - - - 35c
- (3) Smithfield Ham, Sliced Egg, Tomato and Lettuce - 30c
- (4) Peanut Butter, Sliced Banana, Lettuce - - - 25c
- (5) Tunafish Salad, Sliced Egg, Tomato, Lettuce and Mayonnaise - - - - - 30c
- (6) Fried Bacon, Sliced Egg, Tomato, Lettuce and Mayonnaise - - - - - 35c
- (7) Chicken Salad, Bacon, Tomato, Lettuce and Mayonnaise - - - - - 35c

Special

Suble

Decker

Sandwiches

Coffee with pure cream 05c	Iced Tea - - - - - 05c
Plain Soda - - - - - 05c	Postum - - - - - 05c
Fresh Milk - - - - - 06c	Tea (Cup) - - - - - 05c

Beverages



FOR VICTORY ★ ★ ★ ★ ★ ★ ★ ★
ASK FOR YOUR CHANGE IN U. S. WAR SAVINGS STAMPS



Appetizers

Tomato Juice - - -	10c	Grapefruit Juice - - -	10c
Orange Juice - - -	10c	Grape Juice - - -	10c
Apple Juice - - -	10c	V-8 Cocktail - - -	10c

Egg, Milk and Fresh

Cream Buttermilk - - -	05c	Fresh Fruit Orangeade - - -	10c
Malted Milks - - -	20c	Fresh Fruit Lemonade	10c
Milk Shakes (all flavors) - - -	15c	Fresh Fruit Lime Rickey - - -	10c
Milk Individual - - -	06¢	Malted Milk with Egg	25c
Fresh Fruit Limeade - - -	10c		

Fruit Drinks

Banana Fudge - - -	25c	Fudge Almond - - -	25c
Banana Split - - -	25c	Fudge Pecan - - -	20c
Butterscotch (Whitman's) - - -	15c	Hot Fudge - - -	15c
Butterscotch Pecan - - -	20c	Marshmallow - - -	15c
Butterscotch Almond - - -	20c	Marshmallow Pecan - - -	25c
Cherry Whole - - -	15c	Marshmallow Almond - - -	25c
Chocolate Walnut - - -	20c	Pineapple - - -	15c
Chocolate Peanut - - -	15c	Pineapple Nut - - -	20c
Chocolate Almond - - -	20c	Swiss Fudge Almond - - -	25c
Chocolate Pecan - - -	25c	Strawberry (Fresh Fruit) - - -	15c
Frozen Fudge (Whitman's) - - -	15c	Walnut (Wet) - - -	20c

Sundaes

Ice Creams

ICE CREAMS, Individual Order - - - - -	10c
SHERBETS, Individual Order - - - - -	10c

All Sundaes Served with Whipped Cream and Cherry

**FOR A SATISFYING LUNCH
A R&D SALAD BOWL OR COLD PLATTER**

R & D

Ice Cream

Sodas

Chocolate	Root Beer	Orange	Cherry
Strawberry	Lime	Gingerale	Lemon
	Vanilla	Pineapple	
	"The Best Soda In Town"		
Large Portion Ice Cream and Whipped Cream - - 15c			



FOR VICTORY ★ ★ ★ ★
ASK FOR YOUR CHANGE IN U. S. WA

Chicke
Americ
Bacon
Bacon
Bologn
- Cana
Cheese
Chicke
Chicke
and
Cream
- Cream
Egg ()
Egg S
Ham
Ham
Smith

No

- (1)
- (2)
- (3)
- (4)
- (5)
- (6)
- (7)

Coffe
Plain
Fresh

0c	Chicken Sandwich	- 25c	Ham and Cheese	- - 25c ^{20c}
0c	American Cheese	- - 15c	Hamburger	- - - 15c
0c	Bacon	- - - 15c	Liverwurst	- - - 15c
	Bacon and Tomato	- 25c	Peanut Butter	- - - 10c
	Bologna (Lebanon)	- 15c	Peanut Butter	
0c	Canadian Bacon	- - 20c	and Bacon	- - - 20c
0c	Cheeseburger	- - - 20c	Pork Barbecue	- - 15c
0c	Chicken Salad	- - 20c	Pimento Cheese	
0c	Chicken Salad		(Home made)	- - 15c
5c	and Bacon	- - - 25c	Steak on Bun	- - - 20c
	Cream Cheese and Jelly	20c	Smithfield Ham Spread	15c
	Cream Cheese and Olive	20c	Swiss Cheese	
5c	Egg (Sliced)	- - - 10c	(Natural)	- - - 15c
0c	Egg Salad	- - - 15c	Swiss Cheese and Ham	25c
5c	Ham (Baked) ^{fried}	20c	Tunafish Salad	- - 20c
5c	Ham Salad	- - - 15c	Tomato Burger	- - 20c
			Tomato and Lettuce	- 15c

Sandwiches

Smithfield Minced Ham Combination Sandwich - 20c
with Peanut Butter, Cheese, Sliced Egg or Tomato

All Sandwiches Served with Lettuce and Mayonnaise
No Extra Charge for Rye, Whole Wheat or Toast

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- (3) Smithfield Ham, Sliced Egg, Tomato and Lettuce - 30c
- (4) Peanut Butter, Sliced Banana, Lettuce - - - 25c
- (5) Tunafish Salad, Sliced Egg, Tomato, Lettuce and Mayonnaise - - - - - 30c
- (6) ^{not ham} Fried Bacon, Sliced Egg, Tomato, Lettuce and Mayonnaise - - - - - 35c
- (7) Chicken Salad, ^{not ham} Bacon, Tomato, Lettuce and Mayonnaise - - - - - 35c

Special Double Decker Sandwiches

5c	Coffee with pure cream	05c	Iced Tea	- - - - 05c
	Plain Soda	- - - 05c	Postum	- - - - 05c
	Fresh Milk	- - - 0c ⁴	Tea (Cup)	- - - - 05c

Beverages

★ ★ ★ ★ ★ ★ ★ ★
GE IN U. S. WAR SAVINGS STAMPS





• COOL • REFRESHING

LIMEADE

Banish your thirst in the cooling depths of our delicious Limeade . . . made from fresh Florida Limes. An ideal hot weather "lift" that puts pep in your step when energy lags . . . and you'll thrill to the goodness of the fresh fruit flavor.

TALL
GLASS 10¢