The Price is Right: A Tale of the Merchant Prince of Syracuse

BY KAREN Y. COONEY

The concept of “you can’t sell anything unless you promote” was the underlying reason behind 19th century businessman Milton Price’s success. His unusual promotion practices ensured that customers flocked to his dry goods store. Price was married to Rhoda Lynn in 1842 by abolitionist Rev. Samuel May. The Price mansion stood on the property that is now the Dey Brothers building. It was noted for its beautiful grounds and interesting statuary. In fact, the dog statue that now stands in front of the SPCA came from his property. In 1889, Milton Price’s promotion days came to an abrupt end due to a short illness, but his antics were remembered for years to come.

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