

Opening In Gastonia Soon

PIGGLY WIGGLY

It's Growth And Success

Three years ago the first PIGGLY WIGGLY store was opened in Memphis, Tennessee. Today PIGGLY WIGGLY stores are in actual operation in one hundred and twenty cities. Nearly every day a PIGGLY WIGGLY store is opened, either in a new town or a link is added to the chain in some city.

No PIGGLY WIGGLY store has ever closed its doors for any reason.

WHY THIS PHENOMENAL GROWTH AND SUCCESS?

The same answer applies to the growth and success of the locomotive, telephone, the reaper, the typewriter, the typesetting machine — they are all economic advances.

It is the old story — the man who can make with the same energy in the same length of time two blades of grass grow where one grew before, has a greater value to society.

The same is true of the man who sells. The man who can sell one hundred pairs of shoes in a day is one hundred times more valuable than the man who can sell only one pair of shoes in a day.

In a PIGGLY WIGGLY store one hundred people can be served in the same time that it would take to serve ten people in any other store.

The PIGGLY WIGGLY system saves not only time, but it saves money, energy, and health.

PIGGLY WIGGLY is the best and cheapest method for the distribution of food products of national reputation.

By eliminating delivery and telephone charges, bad accounts and sky-blue salesmanship, it is possible to reduce price on goods, and customer is given the benefit.

PIGGLY WIGGLY is different from any other store in the world and looks different and throughout its four aisles, each running parallel with the other, the customer sees on either side a display of nationally known merchandise of the best of each food product assortment. Each customer is loaned a basket for use while in the store. A Swinging Price Tag hanging opposite each article tells its price in plain figures.

The customer selects of his or her own choosing, not being persuaded to buy or not to buy by anyone in the store — not even a recommendation is made as to what to buy.

More than 1,000 items is the assortment found in a PIGGLY WIGGLY store and in every such store each particular commodity is found located in exactly the same place as in every other PIGGLY WIGGLY store.

THE EVIDENCE IN THE CASE

Wants PIGGLY WIGGLY
Manager, Piggly Wiggly Store,
Wills in New York, New York,
Chicago, Ill.
Dear Sirs:

I often feel that when something new is introduced, it is not a matter of encouragement to the one responsible, so I write this letter to you as Manager.

I have been in several PIGGLY WIGGLY stores in other States and I believe that your store represents one of the neatest and up-to-date places of the kind in the city. One leaves the store with a feeling of having been well cared for and a desire to return again.

I am residing in Ravenswood and feel the loss of not having a PIGGLY WIGGLY store in this neighborhood.

Thanks to you and your clerks for their efforts to please. Move your store over here. Yours very truly,

RICHARD FRANK,
47-49 Drake Ave.

A Customer's View

Plant-Lipford, Inc.,
Richmond, Va.
Gentlemen:

It being necessary in these days of reconstruction to make every penny count in providing for one's table, we naturally turn to the stores where the best supplies can be had at least cost, and we find no other place in the city of Richmond that meets this requirement as fully as PIGGLY WIGGLY.

The groceries there are fresh and attractive, the store is clean and sanitary, and the convenience of seeing just what one wishes and the price is not very great.

While it may not sound like saving so much to get any one article a few cents cheaper than elsewhere, it is worth remembering that the pennies make the dollars, and as everything in the store is sold for less than can be gotten anywhere else, the pennies very quickly run up to dollars, and the purchaser leaves the store feeling well satisfied with what has been saved by dealing at PIGGLY WIGGLY.

Besides saving a few cents on all canned goods, boxes of crackers, cereals, teas and coffees when it comes to large and expensive things, such as beans and shoulders, the amount saved amounts up to dollars on a few purchases.

It is not exaggerated to say that from 20 to 30 per cent is saved by buying from PIGGLY WIGGLY.

In addition to saving money, another

feature of PIGGLY WIGGLY is the fact that the customer can get all the information he needs in a few minutes. The PIGGLY WIGGLY store is a place where the customer can get all the information he needs in a few minutes. The PIGGLY WIGGLY store is a place where the customer can get all the information he needs in a few minutes.

A store that is so very valuable in saving time, waiting for it is a pleasure to those who are not customers, but without a manager's loss, one has only to look in a basket and go straight to the check-out line.

Mrs. B. H. CHRISTIAN,
R. F. D. No. 1, City,
March 14, 1919.

PIGGLY WIGGLY the Only System

Macon, Ga., Aug. 2, 1919.
Piggly Wiggly,
Memphis, Tenn.
Gentlemen:

Your letter asking how we moved the Macon PIGGLY WIGGLY to the top of the list. We have done nothing different from what any other PIGGLY WIGGLY could and should easily do. We buy only the best grades of goods for spot cash, keep the shelves well filled from an ample stock, the store kept spotlessly clean, ample help so that customers never wait for goods and are not delayed at the checking counter. We have a two-inch double column and in both daily papers endeavoring to convince the public that the PIGGLY WIGGLY method is the most economical plan ever devised for the distribution of groceries.

Our total expenses including interest has never been over 5 1/2 per cent and sometimes less than 5 per cent. We can easily keep it under 5 per cent, but prefer running it on a liberal plan. We think we can increase the sales to about \$9,000 with the same force within the next sixty days, and further increase by the addition of a third counter. Our store is 30 by 120 feet, two stories, basement, elevator, steel in rear for trucks to unload out of rain.

Within six weeks we will open another PIGGLY WIGGLY on the same side walk, just three doors below, in a building nearly the same size. Both stores will not hold as many customers this winter, I think, rather the Saunders double the commission asked than have any other marketing system for nothing. Would like to hear how the San Antonio PIGGLY WIGGLY is doing in the winter.

From the County's Health Officer

San Antonio, Tex.,
Mr. W. H. Aikman, M.D.,
County Health Officer,
Washington, D. C.

Your grocery store, PIGGLY WIGGLY, has a very interesting and valuable feature in the fact that the health officer of the State Board of Health, D. C., is very much interested in your store.

Your refrigerators, in which the kept butter, lard, meats, and all goods requiring refrigeration, I have always found clean, neat and cool.

Your method of handling bulk groceries insures their reaching your customers in a clean and sanitary condition.

Very sincerely,
W. H. AIKMAN, M.D.,
County Health Officer.

Five Minutes Versus Four Hours

El Paso, Tex., March 5, 1919.
Piggly Wiggly Home Office,
Memphis, Tenn.

Gentlemen—How is this? — One hundred and fifty-eight items — the highest \$3.00 a ham, and the lowest, a package of Rub-No-More Washing Powder at 4c — total amount \$54.12 1/2 collected by a woman in 35 minutes and checked out in five minutes. Our Manager, Mr. R. G. Gould, Store No. 2, experienced in old style stores, says it would have taken three or four hours to have made such a sale in the old way. What is the answer? PIGGLY WIGGLY.

The actual overhead expense to sell these goods was five minutes' time of a PIGGLY WIGGLY checker. To have sold them in an old style store would not only have taken from three to four hours but would have prevented other sales and driven other customers away, never to return.

Yours, etc.,
L. A. ROSENFELD.

Opening On Pacific Coast

Oakland, Calif., Aug. 31.
Clarence Saunders,
12th Floor, Munsey Bldg.,
Washington, D. C.

Ninth Street store opening big success, twenty thousand visitors, sales thirteen hundred seven dollars. No one to check but myself, otherwise would have doubted. Other store coming good, your latest model looks good to me. I wish you lots of success with your expansion and new homes.

ANDREW WILLIAMS.

Saves Twenty-Eight Percent

Chicago, Ill.,
Piggly Wiggly,
Memphis, Tenn.

It has been a long time since I have had so much fun shopping. I have spent the money I have saved by buying a year's plan of business. I have had a wonderful record of my purchases and have saved many papers with other stores and had that my only purchases amounted to \$9.78. This amount of groceries, elsewhere would have cost me \$12.55. The record I have kept shows the following purchases for each week during the month:

- First Week, March 1 to 7, PIGGLY WIGGLY Prices \$1.55
- Other Stores \$2.34
- Second Week, March 8 to 14, PIGGLY WIGGLY Prices \$2.15
- Other Stores \$2.94
- Third Week, March 15 to 21, PIGGLY WIGGLY Prices \$1.80
- Other Stores \$2.14
- Fourth Week, March 22 to 28, PIGGLY WIGGLY Prices \$1.44
- Other Stores \$1.89
- Fifth Week, March 29 to 29, PIGGLY WIGGLY Prices \$2.48
- Other Stores \$3.45

On total purchases of \$9.78, I saved exactly \$2.77, which is a saving of 28 per cent on the amount expended.

Yours very truly,
O. A. HENRICKS,
326 N. Arthur St.

So Clean and Orderly

3355 Hamilton Street,
Chicago, Illinois.

Piggly Wiggly Grocery Store,
Chicago, Illinois.
Gentlemen:

Yesterday for the first time, my husband and I visited your store located at Sheridan Road and Dakin Street. To say we were enthusiastic is putting it mildly.

So clean and orderly, something rare in the grocery store of today.

I am patiently waiting for the time when you will open a store nearer to my neighborhood in the district bounded by Lincoln and Southport, and Belmont and Newport.

I am sure you will not fail to succeed, as your prices are within reason, your quality of the best, and your store the neatest I have ever seen.

Trusting the day won't be long coming when you will favor my neighborhood, I remain,
Sincerely,
(Signed) MRS. S. SEBLER.

An Economic Advance

St. Louis, Mo.,
Piggly Wiggly Home Office,
Memphis, Tenn.

The Piggly Wiggly system is an economic advance in the art of distributing merchandise at retail, and especially the distribution of food products.

The construction of the apparatus used in the stores makes it possible for a large number of customers to pass through the entire display portion of the store room by a forward movement, without confusion and with the certainty of reaching a certain well-defined point known as the checking and settlement counter before they make their exit from the store, and while making the circuit of the store they pass in close proximity of every article offered for sale.

The price of the articles offered for sale is marked by swinging price tags. Each customer is allowed to make his or her selections without argument or persuasion by sales people. This includes getting meat from the icebox and fruit from the fruit stand.—St. Louis Times.

The Piggly Wiggly Company is now operating in more than 125 cities. In these cities they have a total of more than 300 stores and in every city they are able to sell at least 20 per cent less than the same goods will cost in any other store, the management claims.

This self-serving store has been pronounced as highly successful in a large number of cities which have had these stores for some months. They have declared it to be a positive economic advance in the art of distributing merchandise at retail, and especially the distribution of food products.

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Opens In Milwaukee

Milwaukee, Wis., July 13, 1919.
Piggly Wiggly Home Office,
Memphis, Tenn.

Store opened sixteen blocks from the Main Street. Sales twelve hundred twenty four dollars, forty-four cents. Customers two thousand ten. About seven thousand people passed through the store with the side-walk completely blocked all day. There were two traffic cops stationed in front of the store. Sold about three hundred fifty dollars worth fruits and vegetables. Everybody well pleased. — J. W. CURSEY.