

PIGGLY WIGGLY

A *SOUVENIR FREE* to Each Visitor

2172 PIGGLY WIGGLY Stores are Now in Operation

The First PIGGLY WIGGLY Store Opens in Roseburg, Saturday, October 30, 1926

300 West Cass Street

A BASKET
is loaned for use while in
the store

ALL PACKAGES
are wrapped at the check-
ing counter

--- They Come
--- They See



Advantages to Customers
Lowest Prices.
Best Products. 1000 Items
Freedom of Choice, Clean
Store and Fresh Goods

And when you come to see and investigate
the truth of this advertisement you will not be
asked to buy and you will not be criticized for
not buying.



--- They Buy
--- They Save



Help Yourself
No Waiting to Be Waited On
Vegetables and Fruits Sold by
Weight—
The Honest Way

PIGGLY WIGGLY stores are a national af-
fair with each city and town unit co-operating
with all other town units toward a lower cost
of operation and with ability to make lower
prices.

Whether One Buys or Whether One Merely Looks---In Either Case it's All Right with PIGGLY WIGGLY

A "Different" Store	Operating Cost	Food Products	Visitors Welcome	Your Own Decision	Thousands Saved
Come and get a souvenir and see for yourself that a PIGGLY WIGGLY store is different from any other store in the world—that it looks different; that the system is different; that the prices are lower; that the assortment of food products is greater; that the orderly arrangement of the entire store makes it possible to have an absolutely clean store.	The operating cost of PIGGLY WIGGLY stores is lower than any heretofore known method of retail distribution. This saving in operating cost is given to the consumer, affording prices which are savings that cannot be obtained elsewhere.	Food products of a variety including fresh fruits and vegetables, of more than one thousand items, each item priced by a swinging price tag. Nationally known advertised brands of a most comprehensive assortment is the class of merchandise to be found in every PIGGLY WIGGLY store.	You can look and be at home in this store and go through its two separate aisles upon a tour of inspection as to the merchandise, as to its cleanliness, as to the prices—and for so doing you will be handed a souvenir FREE, that you may know we were glad that you came.	If you see something that you want to buy of your own free will, without persuasion from anyone, without intimidation from anyone, without suggestion from anyone, without mental contact whatsoever with anyone—if you want to make a purchase voluntarily, we, of course, will be glad to have you as a customer.	The main thing, however, that we want everybody to know is, that it is desired to have Roseburg women and Roseburg men to come and look at this wonderful store. We will be satisfied with your judgment of our claim that Roseburg will have a saving in her food bill that will go into thousands of dollars by cashing in on the opportunity afforded by PIGGLY WIGGLY stores.



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Open Every Day 7 a. m. to 6 p. m.



Open Saturdays Until 9 p. m.

300 West Cass Street
Roseburg, Oregon