

PIGGLY WIGGLY

OPENING

1,700 PIGGLY WIGGLY stores are now in operation in three hundred and fifty cities in thirty-nine states

The First PIGGLY WIGGLY Store Opens For Business In La Grande

Saturday, April 18, 1925

1408 Adams Avenue

A BASKET is loaned for use while in the store

ALL PACKAGES are wrapped at the checking counter

FREE
\$30 GOLD

On our opening day we will give away absolutely free. THIRTY DOLLARS in Gold and other prizes in merchandise.

Come to the PIGGLY WIGGLY opening day for particulars



---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 affair with each city and town unit co-operating with all other town units toward a lower cost in 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
Come 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 four separate aisles upon a tour of inspection as to the merchandise, as to its cleanliness, as to the prices—and see for yourself how easy and convenient it is to trade at Piggly Wiggly.	If you see something that you want to buy of your own free will, without persuasion from anyone, without intimation 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.

PIGGLY WIGGLY
All Over The World

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PIGGLY WIGGLY

Roesch Building
1408 Adams Ave.