

OVER 2500 STORES
IN OPERATION

PIGGLY WIGGLY

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What Is More Typical Of La Grande's Progress?

THAN THE NEW, BETTER, AND MORE ECONOMICAL
MANNER OF SHOPPING THE PIGGLY WIGGLY WAY?

You recall the old days and ways of grocery buying, the time required to be waited on, the dissatisfaction of sight-unseen buying by telephone, the higher prices for foods that added nothing to their quality.

La Grande has made real progress since then in many ways—and nothing is more typical of that progress than the new, better, and more economical method of buying food provisions by the Piggly Wiggly system.

It's like having a complete, clean, high quality store of your own. You take a basket, make your own personal selection of sizes and quality from nationally known brands—hurriedly or leisurely as the occasion demands. If you've never shopped at Piggly Wiggly, you have missed the genuine satisfaction made possible by this system of personal selection.

Over 2500 Piggly Wiggly stores are in operation today and permit over a million people to buy this modern way every day. Inspect a Piggly Wiggly store—you would like it better even if prices were not consistently lower.

EVERY DOLLAR SAVED IS A DOLLAR MORE THAT BELONGS TO YOU

There's no better evidence of saving than the word of hundreds of women who shop at Piggly Wiggly. They know that the savings we make in eliminating clerk hire, delivery expense, bad debts, and in doubled and tripled store capacity is directly reflected in the price tags.

Every dollar you save is just one more dollar available for something else you want or need. Price is a tremendous factor in Piggly Wiggly growth and popularity. It's constantly low—every day on every item.



The Piggly Wiggly Creed

To serve and to deal fairly—to profit not only in dollars but in the good will of those with whom we trade—to improve our opportunities and rear from our daily work a structure which shall be known for all things best in business.

At Piggly Wiggly the prices are lower.
Many small profits, not just a few big ones,
is our aim.

100 PEOPLE HELP THEMSELVES WHILE 10 ARE BEING WAITED ON

Shop at Piggly Wiggly where a hundred people help themselves at one time without confusion or loss of time. The Piggly Wiggly system of merchandising is unique in this respect: You shop as leisurely as you wish without delaying others, or you can hurry if you please without discourtesy to others.

You help yourself, you pick and choose with your own hands, and you buy better quality for less money. Courtesy and cleanliness add the final touches to the attractive surroundings which go to make YOUR Piggly Wiggly Store.

NEW PIGGLY WIGGLY CUSTOMERS BECOME EXCLUSIVE PIGGLY WIGGLY CUSTOMERS

The impressive thing about the Piggly Wiggly system is that as you buy this new way more and more you become an exclusive Piggly Wiggly customer—you are dissatisfied with any other method. In this territory the nearest Piggly Wiggly stores are located in La Grande and Baker. It is a local institution, unit owned, and we are proud to have brought the new efficiency and new economy in food buying typified in Piggly Wiggly to this community.

PIGGLY WIGGLY

Geo. L. Anderson

Proprietors

Walter S. Price