

GREENSBORO DAILY NEWS, TUESDAY, OCTOBER 14, 1919

# PIGGLY WIGGLY

## A FLOWER TO EACH VISITOR

Whether One Buys or Whether One Merely Looks, In Either Case It Is Entirely All Right With Piggly Wiggly

The First Piggly Wiggly Store Opens In Greensboro  
**At 10 A. M. Tuesday, Oct. 14**  
**333 South Elm Street**

There are no secrets about the Piggly Wiggly Organization; therefore, each man and woman who visits the Piggly Wiggly store can know in advance of coming that such a store has been built especially for them, whether they happen to be rich or poor, wise or not wise. A dollar in the hands of a person who has only one dollar will obtain a full dollar's worth at Piggly Wiggly prices, and that is all that can be obtained by the rich man's dollar.

### Open At 10 o'Clock This Morning

Come and see for yourself that a Piggly Wiggly store is different from any 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.

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 in the class of merchandise to be found in every Piggly Wiggly store.

A basket is loaned for use while in the store. All packages are wrapped at the checking counter.

The operating cost of a Piggly Wiggly store is the lowest of any heretofore known method of retail distribution. The saving in operating cost is given to the consumer, affording prices in which are savings that cannot be obtained elsewhere.

Come Tuesday and look at a store that is absolutely clean—that is methodical in every detail—a store that looks different from any store in the world—a store that by its very looks impresses visitors with a

picture they cannot forget.

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 for doing this you will be handed a flower free that you may know that we are glad that you came.

If you see something that you want to buy of your own free will that you can receive without argument with anyone, without persuasion from any one, without intimidation from any one, without mental conflict whatsoever from any one—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 Greensboro women and Greensboro men come and look at these wonderful stores; we will be satisfied with their judgment of our claim that Greensboro 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.

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.

### Piggly Wiggly Stores Are Now In Operation In the Following Cities

One Hundred and Twelve Cities in Twenty-Seven States.

GREENSBORO, N. C.  
Pitts, Ohio.  
Bunker, Va.  
Larkin, Texas.  
Ponca, Okla.  
Memphis, Tenn.  
Atlanta, Ga.  
Natchez, Miss.  
Springfield, Ill.  
Pine Bluff, Ark.  
Houston, Texas.  
Grand Rapids, Mich.  
Wichita, Kan.  
Butte, Mont.  
Indianapolis, Ind.

Colorado Springs, Col.  
Amarillo, Texas.  
Chattanooga, Tenn.  
Los Angeles, Cal.  
Dayville, Ill.  
Dallas, Texas.  
Jackson, Tenn.  
Little Rock, Ark.  
San Antonio, Texas.  
Richmond, Va.  
Beaumont, Texas.  
Dayton, Ill.  
Nashville, Tenn.  
Anchorage, Alaska.  
Pomona, Neb.  
Austin, Texas.

Cincinnati, Ohio.  
Charleston, W. Va.  
Chicago, Ill.  
Birmingham, Ala.  
Hot Springs, Ark.  
Fort Arthur, Texas.  
Louisville, Ky.  
Montgomery, Ala.  
Waco, Texas.  
Beaumont, Texas.  
Palm Springs, Texas.  
Elwood, Ind.  
El Paso, Texas.  
Lake Charles, La.  
Mobile, Ala.

Sherman, Texas.  
Tuscon, Ariz.  
Galveston, Texas.  
Oklahoma City, Okla.  
Wichita Falls, Texas.  
Bismarck, N. D.  
Gadsden, Ala.  
Brewers, Texas.  
Tyler, Texas.  
Orange, Texas.  
Owensboro, Ky.  
Jackson, Miss.  
Dayton, Ohio.  
Charlotte, N. C.  
Portsmouth, Va.  
Denver, Col.

Florence, Ala.  
Musconine, Okla.  
Clarksville, Tenn.  
Corpus Christi, Texas.  
Fort Worth, Texas.  
Marion, Ga.  
Columbus, Ga.  
Davenport, Ia.  
Columbus, Miss.  
Lincoln, Ill.  
Rockford, Ill.  
Albany, Ga.  
Cairo, Ill.  
Oakland, Cal.  
Laredo, Texas.  
Pueblo, Col.

Meridian, Miss.  
New Haven, Conn.  
Ottawa, Ill.  
Corpus Christi, Texas.  
Laurel, Miss.  
Hann, Pa.  
Nashville, Ga.  
Hawarden, Wis.  
Knoxville, Tenn.  
Savannah, Ga.  
Suffolk, Va.  
Hartford, Conn.  
Baltimore, Md.  
Bismarck, N. D.  
St. Louis, Mo.  
Alexandria, La.

Springfield, Mo.  
Clemens, Texas.  
St. Louis, Mo.  
Dyersburg, Ark.  
Jamestown, Ark.  
Hartsville, Miss.  
Vicksburg, Miss.  
South Bend, Ind.  
Shelby, Ala.  
Childress, Texas.  
Kenner, La.  
Biloxi, Miss.  
New Orleans, La.  
Brockport, Conn.  
St. Louis, Mo.  
Tulsa, Okla.

The Primary Idea of Piggly Wiggly is that Waste is Wrong, and that the Elimination of Waste should begin with Humanity's First Need—FOOD. While each Piggly Wiggly City or Town Unit co-operates with every city or territory throughout the entire country for their Mutual Good, each Piggly Wiggly city or territory unit is owned separately under a license and the profits go to the operators of each city unit.

Copyright, 1918  
by Clarence Saunders

Many of the instrumentalities employed in Piggly Wiggly stores were originated by Clarence Saunders and are protected by copyrights, trademarks and patents granted by and applied for in the United States and the principal foreign countries. All such instrumentalities will be fully protected and imitators and infringers are hereby notified that rights under these grants will be strictly and vigorously enforced.

PIGGLY WIGGLY  
"All Over the World"