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Fluttering Baby Birds

'Tis in the Springtime that baby birds are born

'Tis in the Springtime that new flowers burst forth with new born life

'Tis in the Springtime here at Washington that twenty-six (26) PIGGLY WIGGLY stores are to be born on the same day

Birds, Flowers and PIGGLY WIGGLY is the Springtime greeting that is given to everybody in the Nation's capital and with the greeting, a carnation fresh in its own spring life is handed to each PIGGLY WIGGLY visitor and there will be sensed in that mingling of Springtime beauty and in the melody of bird music a rhythm of delight that will make everybody in Washington glad that PIGGLY WIGGLY has come to town.

One Hundred and Twenty-five Thousand (125,000) carnations have been plucked from carnation beds and they are here at each of the twenty-six (26) PIGGLY WIGGLY stores to be handed to each man, woman and child as may come to a PIGGLY WIGGLY store and there see for the first time the new-born system of merchandising.

And you will not be asked to make a purchase—nobody is ever asked to do that in a PIGGLY WIGGLY store.

When you come in at the front door there is welcome and a carnation expressive of that welcome, and you are allowed to go through the turnstile on the left-hand side of the store and throughout that first aisle you may walk leisurely or fast as may suit you best, seeing on either side a variety of merchandise so arranged as to present a perfect picture with a profusion of colors, each blended into a composite whole, that can be seen in no place except in PIGGLY WIGGLY.

A swinging price tag will tell you the price of every article, a basket will be ready for you as you enter the turnstile gate, if you choose to use a basket and it's free for use in the store, and after you have gone from the first aisle into the second, the third and out through the fourth you will pass the checking counter, where will be tabulated on an adding machine such articles as you have purchased of your own choice, and where such purchase will be wrapped, and where you will make payment for the purchase, but if no purchase has been made and you have merely walked through the store purely for pleasure and for information, then you will simply pass the checking counter without stopping and without making any payment whatever.

Thus comes PIGGLY WIGGLY—twenty-six (26) at one time—into the midst of Washington's workers, into the midst of its society, into the midst of its Governmental activities and yet as each PIGGLY WIGGLY opens its door, that door will be the same invitation to him who is of moderate means, to him who is of much wealth, to him who is poor indeed, to all it will mean just one thing and that is, everyone is received alike, everyone is able to buy alike and at the same price, everyone is to be allowed that same freedom of choice and of movement throughout the store and in all of these things not one time on any day will there be one solicitation that any person make a purchase.

There is no salesmanship in a PIGGLY WIGGLY store except in the mute appeal of the merchandise itself and as the swinging price tag may indicate its value.

PIGGLY WIGGLY stores today are operating throughout the United States in a total of 27 states and in a total of 141 towns and with everyone who has seen and known PIGGLY WIGGLY there has been but one verdict and that is, that a new era in the retail distribution of food products has arrived.

Direct from producer and manufacturer to the consumer, to him and to her who eats, is the PIGGLY WIGGLY way. More than one thousand items and variety of food products are on display in a PIGGLY WIGGLY store and there is present in the price of each article only that cost necessary as first payment to the producer or manufacturer and as is necessary to take care of one cost in distribution to the consumer. The usual wholesale jobber's profit is eliminated entirely and PIGGLY WIGGLY, through its manifold savings in cost of distribution, is able to do business on a margin of profit which in total is approximately the general average of profit usually taxed on food products as the portion belonging to the great middle man—the Wholesale Grocer.

Decade after decade and age after age there have been attempts theoretically to make the path short from producer and manufacturer to consumer and to make the cost small, yet not until PIGGLY WIGGLY came was there ever a practical way to do this.

In a PIGGLY WIGGLY store there is that cleanliness that is seen in the well regulated home pantry of the housewife, and in truth, PIGGLY WIGGLY is a very large pantry for use by the housewife and one that can be depended upon every day. From every market of the entire country the buying arrangements for PIGGLY WIGGLY stretch out and touch, and from these markets come the best that can be had, and all of this is for the choice of the housewife as may suit her purse and as may suit her own judgment of comparative values.

You wait on yourself in a PIGGLY WIGGLY store and while you are doing this more than one hundred others can be doing likewise and still each one can make a choice and appraise a value without interruption or suggestion from any one else.

There are no sales clerks to haggle with and none to give preference to one customer over another.

There is no one to tell you that you ought to buy this or you ought to buy that, or you ought not to buy this or you ought not to buy that. All the telling of that kind that is done is told in your own mind and according to what may be your own personal desire and if you cannot suit yourself then certainly no one else in the world will be able to do that thing.

Fresh Fruits and Vegetables are there for your own selection.

A carnation free at each of the stores as listed below await your coming that you may know the whole truth concerning PIGGLY WIGGLY.

A Carnation Free to Everybody

26 PIGGLY WIGGLY STORES

Opening Day from 10 a.m. to 6 p.m.; Regular, 8 a.m. till 6 p.m.; Saturday, 8 a.m. till 10 p.m.

Arcade Market.
1631 Connecticut Ave. N.W.
3707 Georgia Ave. N.W.
3528 Georgia Ave. N.W.
3515 12th St. N.E.
3164 Mt. Pleasant Ave.

632 Pennsylvania Ave. N.W.
907 7th St. N.W.
733 North Capitol St.
2459 18th St. N.W.
1533 7th St. N.W.
412 8th St. S.E.
3218 M St. N.W.

2117 Pennsylvania Ave. N.W.
3612 14th St. N.W.
1416 P St. N.W.
715 8th St. S.E.
3423 Sherman Ave. N.W.
1500 H St. N.E.
2017 14th St. N.W.

1305 Wisconsin Ave. N.W.
1205 Good Hope Road S.E.
6914 4th St. N.W.
2009 18th St. N.W.
11 7th St. N.E.
518 King St., Alexandria, Va.

TOMORROW—THURSDAY, IS THE DAY

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