

# PIGGLY WIGGLY

## Champion of Good Health

These prices effective February 28th to March 5th inclusive in all Piggly Wiggly stores in Los Angeles, San Bernardino, Riverside and Orange Counties—

**WHITE KING Soap**  
An Especially Good Soap At a Special Price  
6 BARS  
**20c**

**P.W. Flour**  
A good flour you can depend upon for all purpose baking  
24½-Lb. Sack ..... **99c**

ONE-HALF POUND PACKAGE  
**Alber's Pearl Tapioca**  
Give with either  
**Alber's Flapjack Flour**  
Sm. Pkg. 14c Lg. Pkg. 20c  
**Carnation Mush**  
Sm. Pkg. 15c Lg. Pkg. 32c

**Campbell's Pork and Beans**  
Regular Size Cans  
**2 FOR 15c**

Citrus GRANULATED WASHING MACHINE  
**Citrus SOAP**  
Instant Suds  
LARGE SIZE  
**33c**

**Harvest King Corn**  
Special Low Price for One Week  
No. 2 Can ..... **11c**

**Red Mark's**  
CHOICE OF **MACARONI SPAGHETTI or NOODLES**  
4 Packages  
**25c**

**FREE!**  
A Loaf of Bread With a Pound of Coffee  
We are using this method to convince 250,000 housewives this week that our 10c loaf of bread is equal to any sold in the city for 14c.  
For one week, beginning Monday, February 28th, every customer buying a pound of any brand of coffee will receive a coupon good for a loaf of Piggly Wiggly Bread. If you buy two pounds of coffee two coupons will be given. Coupons will be redeemed at any Piggly Wiggly store on any day following the day you purchase the coffee.  
REASON: On account of the tremendous amount of bread necessary to supply Piggly Wiggly stores on an ordinary business day it would be impossible to bake enough bread to redeem all of these coupons during any one day. Bread coupons accepted in exchange for a loaf of Piggly Wiggly Bread on any day following day you buy the coffee.  
These Brands of Coffee to Choose from:  
NEWMARK'S HILLS BROS. BEN HUR SUNSET GOLD PIGGLY WIGGLY M. J. B.  
CHASE & SANBORN'S MAXWELL HOUSE BAGDAD FOLGER'S JEVNE'S

**Nucoa** Per lb. **24c**  
"the FOOD of the FUTURE"

**Gold Medal Mayonnaise**  
3½-oz. Jar .. **9c** ½-Pint Jar .. **19c** Pint Jar .. **37c** Quart Jar .. **69c**

These LOW prices were first announced in Los Angeles Times and Examiner, Sunday, February 27th by PIGGLY WIGGLY. We expect others to follow, but do not FORGET that it is PIGGLY WIGGLY who is SETTING food prices. Think what YOU would be paying today if there were no PIGGLY WIGGLY stores.

SOFTENS WATER—SAVES SOAP

Hydro Pura	Small Package	7½c	Large Package	20c
PERFECT FIRM SLICES IN GOOD SYRUP				
Hostess Sliced Pineapple	No. 2 Can	16c		
VIRIDEN SPECIAL BRAND				
Extra Standard Corn	No. 1 Can	9c		
THE BEST FOR SALADS AND COOKING				
Mazola Oil	Pint	27c	Quart	51c
	½-Gal.	96c	Gallon	\$1.82
CHOICE OF LIBBY'S OR DEL MONTE				
Tomato Catsup	Small	16c	Large	22c
CHOICE OF LEMON OR VANILLA				
Newmark's Extracts	1-Oz.	17c	2-Oz.	30c
Quaker Puffed Rice	Package	15c		
TRY THEM TOASTED				
Shredded Wheat	Package	10c		

**Are We Radical?**  
We are termed Radical grocers. We are Radical when it is a question of healthfulness, sanitation or cleanliness in our stores. We are also Radical in taking advantage of every economy enabling us to supply food stuffs to our customers at the lowest possible prices.  
Where the middleman performs no service, we cut him out. Much of our fresh food stuffs are delivered by the growers to our warehouse, there re-assorted and sent by Piggly Wiggly trucks to our stores.  
No middlemen to help boost the price to you. Our aim is ONE PROFIT MERCHANDISE.



**Extensive Health Service Department Protects Employees and Customers Alike**

Several months ago Piggly Wiggly inaugurated a health department for the purpose of giving its customers the greatest protection possible in the matter of handling food. Piggly Wiggly stores have always been known for their cleanliness and now to further the interests of the food buying public all employees are examined regularly by licensed physicians. Through the operation of this service customers of Piggly Wiggly stores are assured that their food is being handled by men whose physical condition is rigidly safeguarded.

Employees are benefited as well through the Piggly Wiggly health service. Many times through examination employees are advised of corrective measures which avoid more serious later developments. This information pleases the men; they are glad of the opportunities thus given by their company. When given a perfect bill of health by the examining physician employees are happy with the knowledge that they are physically fit. It is a source of much pride among Piggly Wiggly men to know they are in good health. It's a sense of security which inspires them to greater personal ambitions and more pleasant service to their customers.

When a man is found to be unfit for work in a Piggly Wiggly store, he is not discouraged as some might think. On the contrary, he is glad to know that he should seek employment where the handling of food is unnecessary.

On the whole, Piggly Wiggly's inauguration of a Health Service Department has been a big success; well received by the public and enthusiastically supported by the entire organization.

In pioneering the health movement Piggly Wiggly has awakened the possibility of securing legislation to enforce a similar system in all food handling establishments. The following appears as an extract from "The Commercial Economist" a journal of the local grocery trade:

"Consider Examination of All Food Handlers Proposed Health Inspection of Restaurant Help May Apply to Grocery Clerks"

Physical examination for all handlers of foodstuffs in Los Angeles is now being given consideration by city authorities and some action may be forthcoming along this line, though nothing definite has yet been done."

Steps of this nature have been taken in several other cities and attention to this one has been fairly general all over the country. Last week the Chamber of Commerce recommended to the City Council that an ordinance requiring physical fitness of all food handlers be enacted. While this is directed primarily to those employed in restaurants and similar institutions, it is presumed that grocery store operators would necessarily be included. Naturally the enactment of such a law would entail the securing of a permit based on physical fitness before being allowed to engage in these businesses.

The matter is now before the several health bodies of the city government for recommendation and an open hearing may be held.

**Special Savings on Sea Foods for Lenten Season**

WARRENTON CLAMS—Small can	20c	Large Can	28c
HAPPYVALE PINK SALMON—Tall can	16c		
LIBBY'S RED ALASKA SALMON—Tall can	28c		
NEPTUNE OIL SARDINES—Per can	20c		
SUNSET TUNA FISH (light meat)—No. ½ can	20c		
HEINZ VEGETARIAN BEANS—No. 2 can	10c		
B & M FISH FLAKES—Small can	13c	Large can	20c
LOUISIANA COVE OYSTERS—5-oz. tin	15c		
	10-oz. tin	29c	

**At Fruit and Vegetable Stands Operated by Piggly Wiggly Co.**

EXTRA FANCY ROMAN BEAUTY

Apples	2 Lbs.	15c
FANCY COACHELLA VALLEY (100 size)		
Grape Fruit 6 for	25c	
FANCY IDAHO RUSSET		
Potatoes	8 Lbs.	25c
FANCY MEDIUM SIZE NAVEL		
Oranges	2 Dozen	45c
FRESH BUNCH		
Vegetables	2 Bunches	5c



**Piggly Wiggly Credited With Making Step Destined to Raise Entire Plane of Modern Food Distribution**

The management has received many complimentary letters from various organizations interested in public welfare. Among them the following letter from the Los Angeles County Board of Health:

December 2, 1926.  
"Mr. A. C. Jones, President, Piggly Wiggly Western States Co., 761 Terminal St., Los Angeles, Calif.  
Dear Sir:  
I desire to congratulate you in being the first chain store in this part of the country to install a health service for your employees and your stores. The absolute elimination of all persons who might infect food stuffs has very great public health influence. Naturally, many persons do not know that they are so afflicted. The examination as to fitness is therefore beneficial not only to the public but to the individual.  
You are performing a real service in placing great emphasis on sanitation and health in your stores, and we will co-operate to the fullest of our ability throughout Los Angeles County in our Health Centers.  
I am sure the public appreciates and will support a movement of this kind.  
Yours very truly,  
(Signed) J. L. POMEROY, M.D.,  
County Health Officer."

And this letter from the Woman's Christian Temperance Union:  
February 19, 1927  
"Mr. A. C. Jones, President, Piggly Wiggly Western States Co., Terminal Street, Los Angeles, Calif.  
Dear Sir:  
During the January 20th session of the Los Angeles Federation of the Woman's Christian Temperance Union, the assemblage voiced its approval of your business policy in connection with smoking in the stores as stated through the press. We wish to commend you on the stand you have taken for your employees. We know that this step commands respect for your organization from every one of our three thousand members.  
The installation of your health service department is another point which we regard as a forward step in advancing and modernizing the handling of foods. This move stamps your organization as a leader in a cause worth while.  
Respectfully yours,  
(Signed) ANNIE MCKEAN WHITE, Pres.  
AMW:J

**PIGGLY WIGGLY**  
Cleanest Stores in the World operated by the Cleanest and Healthiest staff of Employees