



Introducing
 Andrew
WILLIAMS
Manager of the
Piggly-Wiggly Dept.
of the

Sacramento Public Market

Mr. Andrew Williams has been associated with the Piggly-Wiggly organization ever since its beginning in 1916, and is now General Manager of the Pacific Coast Unit. He has traveled all over the United States, Canada and Mexico establishing new stores as the demand for them grew.

On his first visit to the Sacramento Public Market, Mr. Williams was instantly impressed with its great possibilities and decided at once to install a Piggly-Wiggly store in a prominent location on the main floor.

"Our policy of buying standard goods in large quantities means a saving to our customers," says Mr. Williams, "and we carry out this policy even in the matter of equipment of our plants. It is our aim to make this Piggly-Wiggly store an example of modern service."

Mr. Williams invites the public to a thorough inspection of this department on opening night. We predict a notable success for this new Piggly-Wiggly store.

Watch for Announcement of
GRAND OPENING RECEPTION
 Tuesday Night, November 6th

Sacramento
PUBLIC MARKET

THIRTEENTH AND J STREETS

WHERE QUALITY AND PRICE MEET