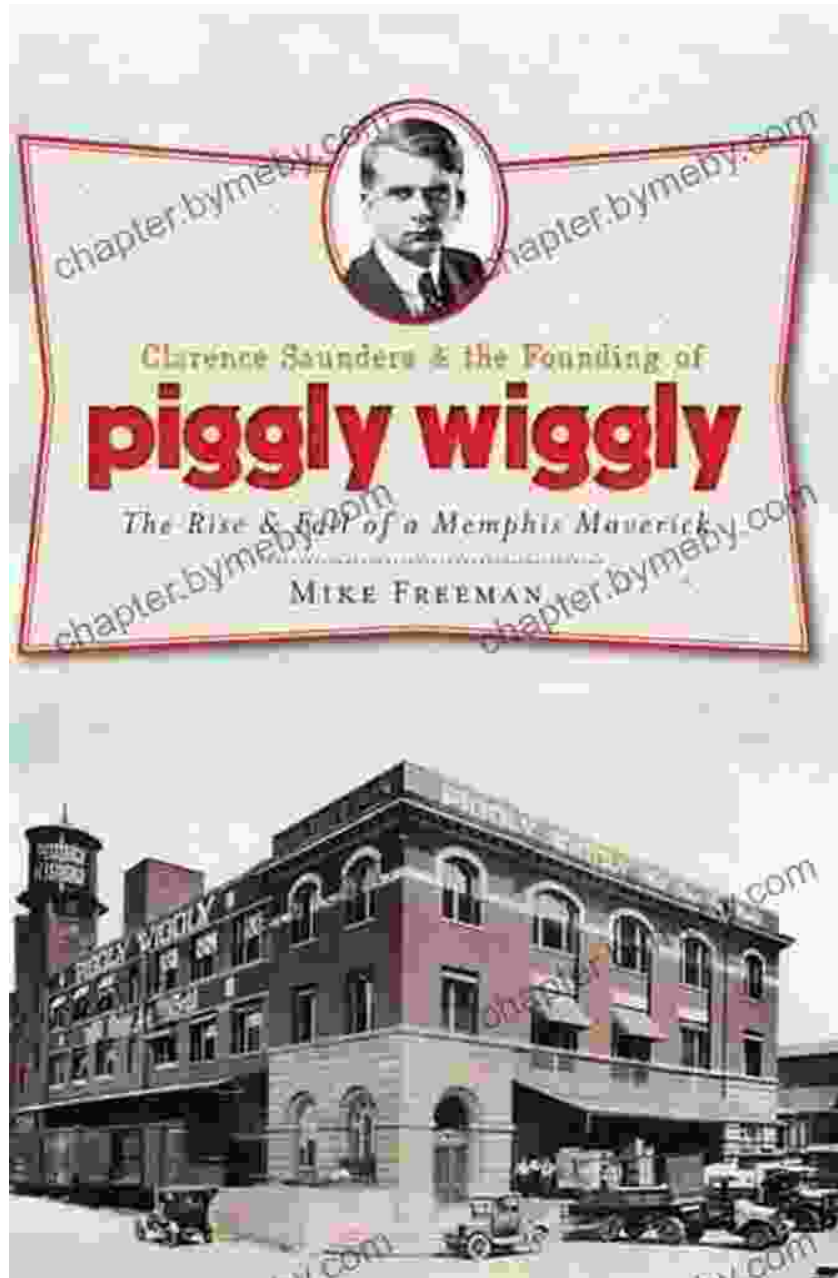


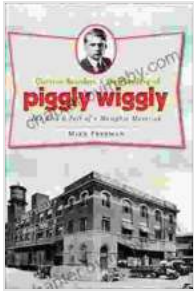
# Clarence Saunders: The Founding of Piggly Wiggly



## Clarence Saunders & the Founding of Piggly Wiggly: The Rise & Fall of a Memphis Maverick (Landmarks)

by Mike Freeman

★★★★☆ 4.7 out of 5



Language	: English
File size	: 8565 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 163 pages
Lending	: Enabled



Clarence Saunders was a grocery store pioneer who founded the Piggly Wiggly chain. His innovations, such as self-service shopping and the use of shopping carts, revolutionized the grocery industry.

## Early Life

Clarence Saunders was born in 1881 in Memphis, Tennessee. He grew up in a poor family and worked various jobs to help support his family. In 1908, he opened his first grocery store in Memphis. The store was called the Piggly Wiggly, and it was an instant success.

## Self-Service Shopping

One of Saunders' most important innovations was self-service shopping. In traditional grocery stores, customers would tell a clerk what items they wanted, and the clerk would then retrieve the items from the shelves. In Saunders' Piggly Wiggly stores, customers could select the items they wanted themselves. This saved time and money for both customers and store owners.

## Shopping Carts

Another of Saunders' innovations was the shopping cart. In the early days of grocery shopping, customers would carry their Free Downloads in baskets or bags. Saunders introduced the shopping cart in 1937, and it quickly became a standard feature in grocery stores.

## **Expansion**

The Piggly Wiggly chain quickly expanded throughout the United States. By 1923, there were over 1,000 Piggly Wiggly stores in operation. Saunders' success was due in part to his innovative ideas, but it was also due to his hard work and dedication.

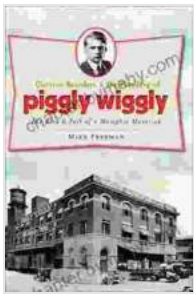
## **Later Years**

Saunders retired from the grocery business in 1953. He died in 1956 at the age of 75. He is remembered as one of the most important pioneers in the grocery industry.

## **Legacy**

Clarence Saunders' legacy continues to this day. The Piggly Wiggly chain is still in operation, and it is one of the largest grocery chains in the United States. Self-service shopping and shopping carts are now standard features in grocery stores all over the world.

Clarence Saunders was a visionary entrepreneur who revolutionized the grocery industry. His innovations, such as self-service shopping and the use of shopping carts, made grocery shopping easier and more convenient for customers. He is remembered as one of the most important pioneers in the grocery industry.

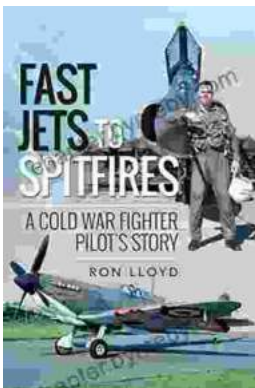


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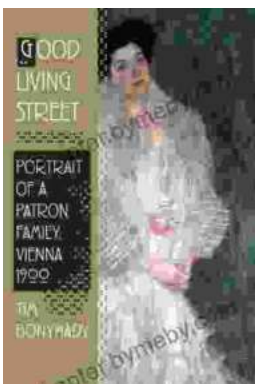
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