

PIGGLY WIGGLY HEADS HOSTS TO EMPLOYEES



At left: President Jones, followed by Vice-Presidents Denault, Lestic and Thomas, and other executives and directors of Piggly Wiggly, in serving costume. Upper right: Regular waitresses on vacation for one night, showing District Manager Weller how to wait on table. Lower: President Jones and his executives inspecting the food.

At this dinner the boss waited on his men. For one night the lowest ranking recruit was bigger than his big boss. The executives were there to take orders, and "Hurry up with the salad!" and "Let's have a little service!" were cries hurled around the big dining room of the Chamber of Commerce as the Piggly Wiggly executives received and served their 750 store salesmen and employees. The summer season with Piggly Wiggly is officially inaugurated. Every man in the system knows what is expected of him now. With hot days of summer coming on, men handling foodstuffs have to be more on the alert than usual.

President Arthur C. Jones of Piggly Wiggly Western States Company, the largest independent Piggly Wiggly chain in the world, decided to get the boys together and have them all start off with a renewed enthusiasm on their job. "We are doing now over a quarter of a million dollars weekly volume in our 140 stores. This is a tremendous quantity of foodstuffs," said president Jones. "Our policy of getting fresh vegetables direct from the growers and having them ready for the tables of Los Angeles in a few hours demands that the store employees know their work and do it right. So we got them all together for the first time this year and outlined our plans." To show the boys that the executive staff, including President

Jones and Vice-Presidents Denault, Thomas and Lestic, Advertising Director Ludke, and District Managers Weller, Adams, Dodge, and all the men who direct the company were competent workmen and used to hard work, the executive staff undertook to serve the army of men at the buffet supper, cafeteria style, that preceded the entertainment and business meeting Tuesday evening. "I never sympathized with cafeteria serving girls before," said Mr. Jones, after he had laddled out a hundred pounds of gooey salad that just wouldn't let loose of the dipper. A feature of the dinner was Missouri corned pipes at every plate. The clouds of smoke that rolled around the big hall proved that this idea was the hit of the evening.

Wife Savers
By NELLIE MAXWELL

FISH COOKERY
Fish does not require long cooking nor the slow cooking of varieties of meat. The connecting tissues of fish are more gelatinous and very tender, therefore they soften quickly under the application of heat. Most fish would taste better, be more nourishing and

palatable if cooked about half as long as the average cook cooks it. This does not mean that any fish should ever be served uncooked. Europeans and Asiatics use fish more freely than we Americans do, and they cook it much more deliciously, with highly seasoned sauces, dressings and stuffings which add to and bring out the flavor of the fish. They take especial care not to destroy the flavor itself by long, slow cooking that toughens the fibres, dries up the natural juices, and loses the flavor altogether. There are so many ways of serving fish acceptably; here are but a few: Baked, broiled or fried, escalloped, molded, pickled, smoked, spiced, in chowder and boates. Fish should be served more often

than once a week and that on Friday. Often one is able to get much better fish any other day in the week, and at a lower price, as many women think because Friday is regarded as fish day the fish will be better, when the contrary is true more often, as the market man finds it hard to supply the demand and will buy and store fish for the Friday market. If the housewife would patronize her nearest fish dealer impartially throughout the week, as she does the grocer and baker as well as the butcher, she would not only help herself but would find that the market could afford to lower its price. Naturally the man who has a good fish trade only one day in the week will make as much profit on that one day as possible. (Copyright, 1927)

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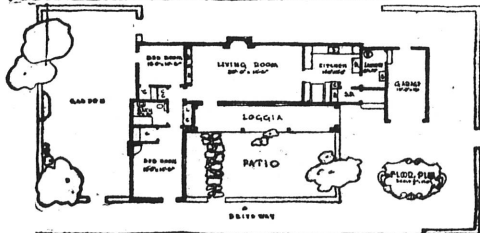
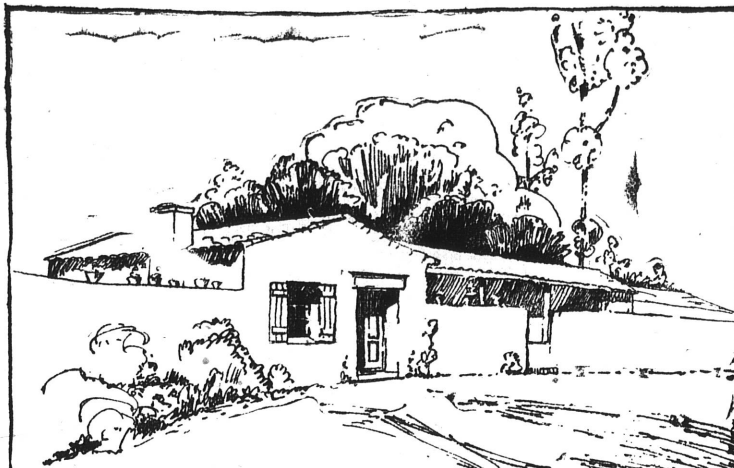
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Small House Plan Service
Plans for this home were prepared under the auspices of the Architectural Club of Los Angeles for the Small House Plan Service maintained in the Building Material Exhibit on the sixth floor of the Metropolitan Building at Fifth and Broadway. Working drawings of this and other residences may be seen and studied there.

The little Spanish house illustrated this week is a free, intelligent adaptation of the "House of the Four Winds" at Monterey. It is really well designed and livable. Its outstanding quality is in giving breadth of treatment to a house and garden which can be placed on a small lot. This is an unusual achievement. The commonplace plan for a five-room house is the living room in front, killing all chance of a garden which is private and at the same time accessible to the living room. A better plan puts the living room on the rear, facing a garden. This has the objection that it usually forces the garage to a rear corner of the lot, approached by a long narrow driveway with no turn-around. Backing a car some distance in close quarters does not improve the morning temper of most of us. The treatment of the house shown is much better. There is a small walled garden in front. The entrance is through a patio which could easily be furnished nicely. The bedroom wing is placed in a well-considered way. The bedrooms themselves are very interesting. Note the outside entrances to the bedrooms; many people would want to change this, but it is an unusual idea. The service portion is well done throughout and is worth study. All units connect, there is room to turn a car, and the breakfast nook, estimates its cost at approximately \$5000.

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*6:30 A.M.	*6:30 A.M.	B 6:20 A.M.	B 8:47 A.M.
7:00	7:00	B*6:51	B 10:40
8:20	*7:45	A 7:25	B 12:30 P.M.
9:15	8:20	B 8:13	R 2:80
10:25	9:15	B 8:47	R 3:30
11:25	10:25	R 9:40	B 6:25
12:25 P.M.	10:40	B 10:40	B*5:48
1:25	11:25	B 11:30	
2:25	12:25 P.M.	B 12:30 P.M.	
3:25	1:25	B 1:30	
4:35	2:25	B 2:30	
5:25	3:25	B 3:30	
6:25	4:35	B 4:35	
7:40	5:25	B 5:35	
8:45	6:25	B 6:25	
9:45	7:40	B 7:53	
11:25	8:45	B 8:40	
	10:45	B 9:56	
	11:25	B 10:40	
	12:20 (Lomita only)	B 11:30	

*Daily except Sundays and Holidays.
†Sundays only.
‡Connects for Catalina Island.
§Saturdays only.
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