

## TABLE OF CONTENTS

### FOOD RETAILING IN MISSISSIPPI, 1895-2000

Title Page, i

Copyright Page

Abstract, ii

1. Introduction, 1
2. Country Stores and Plantation Stores prior to 1895, 2
3. National Grocery Store Chains, 5
  - a. A&P, 5
  - b. Kroger, 7
  - c. Piggly Wiggly, 12
  - d. Wal-Mart, 16
4. Mississippi-based Grocery Store Chains, 20
  - a. McCarty-Holman, 20
  - b. The Lewis Grocer Company, 28
5. Small Town Mississippi: Philadelphia, 34
  - a. Local Grocers, 35
  - b. Segregation, 37
  - c. Store Counts and Locations, 39
  - d. *The Neshoba Democrat*, 41
  - e. Choctaw Indians, 47

6. Big City Mississippi: Jackson, 48
  - a. Store Size and Location, 49
  - b. Advertising in Jackson Newspapers, 50
  - c. Advertising on Jackson Television, 57
7. Major Historical Events, 58
  - a. The Great Depression, 58
  - b. World War II and Food Rationing, 62
  - c. The Great Society and Food Stamps, 67
8. Epilogue: McCarty-Holman Sells Out, 70
9. Conclusion, 79
10. Bibliography, 81