



## DIAMOND NATIONAL CORPORATION

DIAMOND MATCH DIVISION  
735 MARKET STREET  
SAN FRANCISCO, CALIFORNIA 94119  
415-362-4848

October 8, 1964

Mr. Jack Traverso  
V. Traverso Company  
1050 Battery Street  
San Francisco, California

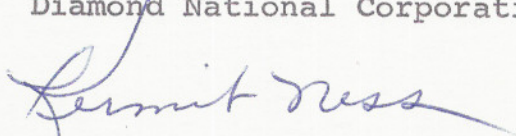
Dear Mr. Traverso:

We learned with regret a couple of weeks ago of your intention to retire from the wholesale grocery business. I know that the many people who have been associated with Diamond Match over the years would join me in expressing similar regrets that a San Francisco institution has retired from business. I know that Mr. Cullen if he were still alive would be particularly touched by this development.

May I then speak for all of us in the Diamond Match Division and say that it has been a pleasure dealing with your company for I assume all the forty-two years that the firm has been in business. We would like to feel that for our part it has been a most pleasurable association and would like to wish the very best for everyone in "The Traverso Family".

Sincerely yours,

Diamond Match Division  
Diamond National Corporation

  
K. M. Ness  
General Sales Manager  
Western Area

KMNjp  
CC: Mr. A.H. Rimmel