



Gerber Baby Foods

GERBER PRODUCTS COMPANY • 445 STATE STREET • FREMONT, MICH. 49412

November 24, 1964

Mr. Jack Traverso
Vic Traverso Company
1050 Battery Street
San Francisco, California 94111

Dear Jack:

I recently learned from Don Fault of your closing the Vic Traverso Company and your retirement from the wholesale grocery business.

As I re-read the letter from Don, I thought of the many experiences we have enjoyed through the years of relationship with your fine company and the Traverso family.

Our sincere best wishes to you Jack, and to all of the members of your family. Whatever your endeavor, may your future years be fruitful and gratifying to you.

It has been a sincere pleasure doing business with you.

Sincerely,

GERBER PRODUCTS COMPANY

Western Region Sales Manager

James D. Ryan:dt

Babies are our business...our only business!®