

# HALL-ROEPKE COMPANY

1450 Chapin Avenue — Burlingame, Calif.  
Telephone 343-4538

October 14, 1964

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

Dear Jack:

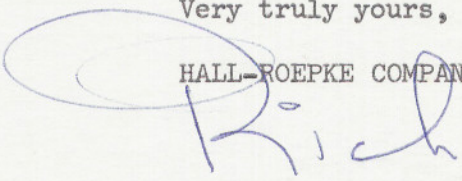
As you have always been the champion of the small grocers, but might I add, small but very important to the American way of life, your letter of October 1 announcing the retirement from the wholesale grocery business, was heartfelt.

Jack, you deserve to sit back and relax, although I know that you won't. I want to thank you for your business in the past and to tell you that I enjoyed calling on you and the association with your people.

Thanks again, Jack, and the best of luck to you.

Very truly yours,

HALL-ROEPKE COMPANY

  
H. E. Richardson

HER:lf

