



MAILLIARD & SCHMIEDELL

ESTABLISHED 1897

Food Brokers & Importers

TELEPHONE (415) GA 1-0131
CABLE ADDRESS "MAIDEL"

October 8, 1964

601 MONTGOMERY STREET
SAN FRANCISCO 11, CALIFORNIA

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

Dear Jack:

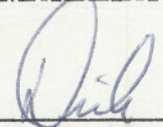
It was with deep regret that we received your letter of October 1, announcing the retirement of your firm from a very long and successful operation in an exciting industry.

I am sure that I speak for all of us at Mailliard & Schmiedell that our dealings with your firm have been on a highly ethical plane, and I am sure on a successfully profitable basis for both organizations.

We will miss the Traverso call and want to wish you and the other members of the family, and your employees, a pleasant, rewarding life in the future.

Sincerely,

MAILLIARD & SCHMIEDELL



R. B. Madigan
General Manager

*12/21 Conf phone will take
case of Red Kinty - Brother Beans*

RBM:vs