

GEORGE P. NEWLON

436 PENINSULAR AVE.

SAN MATEO, CALIF.

☛ ☛ ☛ ☛ ☛ ☛ PHONE: DIAMOND 2-5526 ☛ ☛ ☛ ☛ ☛ ☛

Famous Brands From Campbell's Kitchens Campbell's . . Franco-American . . V-8 . . Swanson . . TV

October 2, 1964

Mr. John A. Traverso
1050 Battery Street
San Francisco, California


Dear Jack:

It was with mixed emotions that I learned of your decision this week to retire from the grocery business. Certainly in my opinion this is best for you. You have worked long and hard, and have earned a rest.

However, the grocery business in this area will be the poorer with you out of it. It just won't seem the same without V. Traverso Company and Jack Traverso who has made such a tremendous contribution to our business.

My sincerely best wishes to you, neighbor, and I hope we can get together from time to time.

Sincerely,



GPN:DW