



E. L. ROBERTS & CO., INC.

P. O. BOX 5275
SAN LEANDRO, CALIF. 94577

ELgin 7-5122

October 2, 1964

V. Traverso Company
1050 Battery Street
San Francisco, California

Attention: Mr. Jack Traverso

Dear Jack:

We received your bulletin this morning regarding your retirement and the closing the V. Traverso Company.

After your many years of hard work and devotion to the Grocery Industry, being able to spend more time with your nice family, is well deserved.

We, at E. L. Roberts as well as the rest of the industry, will sincerely miss the Traverso Company.

We will be more than happy to assist in any way to sell out our items as soon as possible.

With kindest personal regards.

Very truly yours,

E. L. ROBERTS & CO., INC.



Thomas S. Roberts

TSR/ec



E. L. ROBERTS & CO., INC.

P. O. BOX 5275
SAN LEANDRO, CALIF. 94577
ELgin 7-5122

October 30, 1964

V. Traverso Company
1050 Battery Street
San Francisco, California

Attention: Mr. Jack Traverso

Dear Jack:

I have been on vacation and just returned to the office and was very surprised to read your notice that you were retiring from the Grocery Business after 42 years of successful operation of the V. Traverso Co.,

It has been our pleasure as far as E. L. Roberts & Co., is concerned and certainly my own personal pleasure to have done business with you and to have always received the finest treatment and consideration.

We will miss seeing you and yet we know that you have earned this vacation.

Yours very truly,

E. L. ROBERTS & CO., INC.

A handwritten signature in dark ink, appearing to read "Stan Bell". The signature is fluid and cursive, written over the printed name.

Stanley A. Bell

SAB/ec