



Southern Shell Fish Co., Inc.

P. O. Box 97

Harvey, Louisiana 70058



October 7, 1964

V. Traverso Company
1050 Battery Street
San Francisco, California

Gentlemen:


We have your notice of October 1 announcing retirement from the wholesale grocery business. We have been doing business with The Traverso Family since at least January of 1947 and we regret to see the end of such a long and pleasant association. Thank you for the business you have done with us.

If our local representative in the market can help in disposing of your remaining stock of DUNBAR shrimp and oysters, I know they will be glad to do so and hope this will not present any particular problem.

Very best wishes for the future.

Sincerely,

SOUTHERN SHELL FISH COMPANY, INC.


J. F. Bowman
Vice President

JFB:smk

SEAFOOD BRANDS

BLUE PLATE
GULF KIST
PALM
MISS LOU

VEGETABLE BRANDS

BLUE PLATE
PALM