



Tenth Annual Entertainment and Dance

AT THE SCOTTISH RITE AUDITORIUM
SAN FRANCISCO NOVEMBER 14, 1939.



Our Many Good Friends in the Food Field

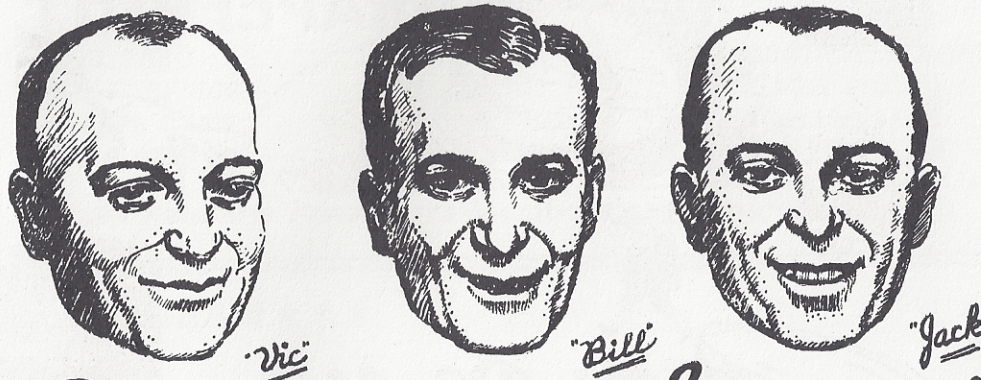


To All Manufacturers and Their Representatives,
Rainbow Food Store Members and Friends:

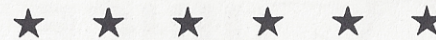
At this, our TENTH ANNUAL ENTERTAINMENT AND DANCE, we sincerely hope that you will find the highest pleasure in the celebration of a long continued association both as friends and as co-workers in the Grocery Business.

We take this opportunity to thank those manufacturers and their representatives who were invited to participate as well as those who made this evening's fine entertainment and music possible. Their friendly, co-operative messages appear in the following pages and, in turn, we of Headquarters here want to say "Thanks a million" and to express to them the good will of each and every one of our members.

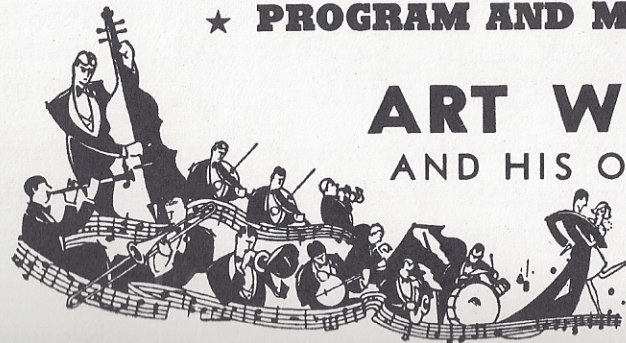
For the Rainbow Food Stores,



"Personalized Service"



★ PROGRAM AND MUSIC ★



ART WEIDNER
AND HIS ORCHESTRA

IN RAINBOW
MEDLEY

Congratulations and Many Thanks
RAINBOW FOOD STORES!
FOR A 510% INCREASE IN SALES
DURING THE PAST YEAR



Keep on telling your customers about these delicious Fruit Juices, rich in healthful vitamins, with added Dextrose. They'll be glad you did—and be back for more and more!

E. D. MOYLES CO.
 605 Third Street Garfield 2661

Your 10th Annual Dance Committee

Chairmen

VICTOR TRAVERSO, JR. WILLIAM F. TRAVERSO JOHN A. TRAVERSO

Program

L. G. (Steve) STEVENSON

Assistant Chairmen

CLIFF SLATTERY PETE BALDASSAR
 GUIDO LORENZINI G. A. MacNEILL

General Committee

A. E. STOKES	JAMES SERVETTO	W. J. MATSON
CHAS. SAVIO	HENRY HILLEBRANDT	A. VANYSHEFF
HOMER VARDIS	HENRY BAER	L. BLUMENFELD
VIRGIL ZARO	AL FEDELE	GINO BELLUOMINI
AUGUST RAMOS	JOHN ICARDI	ELMER PESCE
DANIEL J. RYAN	JAMES WHITE	RICHARD LAYE
JULIUS GIORGI	ERNEST RATHJEN	

All Rainbow Food Store Members are Committeemen

★ PROGRAM ★ ★ ★



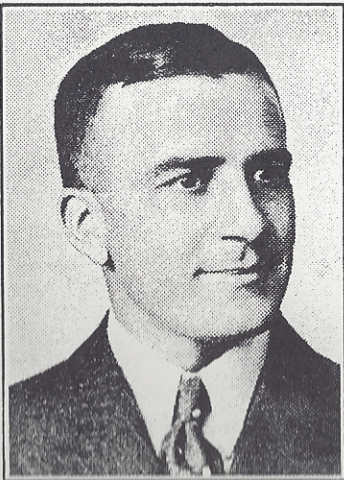
CONSUELA GONZALES, Mistress of Ceremony



Greetings from
 H. A. STANLEY for



Dr. Ross'
 DOG AND CAT FOOD



WILLIAM F. TRAVERSO
Attorney-at-Law

"Brother Bill," the brother
of "Vic" and "Jack," is ad-
viser and counsellor to our
Rainbow Food Store
Organization.

550 MONTGOMERY STREET
Sutter 2281



TO OUR RAINBOW FRIENDS:

Again it is our pleasure to express our appreciation
for the swell job you are doing.

Don't overlook the extra profits you secure through
our Display Plan. Contact Rainbow Headquarters or
the Welchman, "CAL" ALLEN.

THE WELCH GRAPE JUICE CO. • GA. 2950

Take your choice

Canada Dry Ginger
Ale. A famous secret
process brings out
the rich flavor of the
world's finest ginger
root. "The Cham-
pagne of Ginger
Ales"—it's ginger-
ing.



Sparkling Canada Dry Water. A fine club
soda for better tasting drinks, Canada
Dry's exclusive process—pin-point carbo-
nation—means longer life, extra sparkle.

Canada Dry's Tom Collins Mixer
Canada Dry's Lemon Lime Rickey

Two grand mixers
made with a genuine
fruit base, pure carbo-
nated water and cane
sugar. No acid, arti-
ficial color or preserva-
tive.



Best Wishes CANADA DRY



For a happy Party Time and making
foods good to eat . . .

Campfire MARSHMALLOWS
Keep them always on hand—

They're always fresh and delicious — each one pound package
contains 4 separate "FRESH-SEALED" packettes



For a fragrant full-flavored cup of coffee use Schilling's.
Two kinds percolator & drip.



Schilling
23 Spices

Compare them with any other
for quality and strength.

Schilling
PURE *Vanilla*

Its pure delicate flavor
does not bake out nor
freeze out.

ORIGINAL
PHILLIPS *already* **FLOUR**
SELF RISING



The Blue and Gold Package
WHITE OR WHOLE WHEAT
All Pure Flour — No Substitute Grains
Offer your customers these fine values!

The Original
PHILLIPS
RICE
Extra Fancy
1 Lb. and 2 Lb.
Packages

PHILLIPS MILLING CO. - DOuglas 8466 - 38 Drumm St.

FLOWERS . . .

from San Francisco's most noted flower shop are
always more appreciated . . . yet cost no more

*Flowers
Telegraphed
Anywhere*



MR. JOSEPH P. PICETTI

MR. ROBERT K. CAVALLERO

JOSEPH P. PICETTI CO.

Official Insurance Broker
for Rainbow Food Stores

INSURANCE and BONDS

315 Montgomery Street

Phone DOuglas 0170

Compliments of

PEERLESS TOWEL COMPANY

We furnish the

BEAUTIFUL RAINBOW GOWNS

Phone: MARket 4518

FLOOR COVERINGS • SPRINGS • MATTRESSES • VENETIAN BLINDS

Everything for Your Home . . .

at a Lower Cost through Rainbow Headquarters

ASSOCIATED HOME FURNISHERS

"Eddie" Adair
"Milt" Adair

"Johnny" Wright
Miss Verna Ramey

1567 Folsom Street

HEmlock 7785

For a greater Paper Profit in 1939-40 . . . insist on

WITE-FLOS



Bathroom Tissue
Wax Lunch Paper
Household Paper Towels
Nu-Deal Napkins
Butcher and Grocer Paper and Bags



MILL AGENTS & DISTRIBUTORS, INC.

★ PROGRAM ★ ★ ★

THE DEBS	Acrobatique
MADELYN CHANCE	Song Suite
CATHLYN MILLER	Tops in Taps
DON BALDWIN	Juggler

We hope you enjoy your "Pardners" at the Dance just half as
much as a Dog likes his PARD for dinner! Then you'll have fun!

**Dogs like Pard! 5 happy, healthy gen-
erations of Dogs have been raised in
Swift's Research Kennels exclusively on
a diet of Pard and Water.**

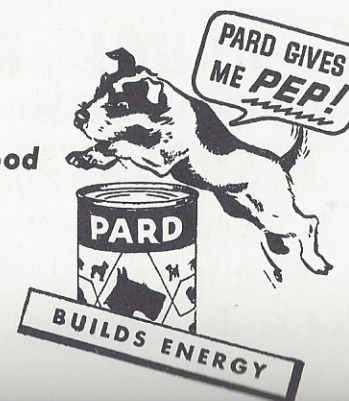
A LOOK AT THE TWIN PUPS IN OUR RECENT \$5000 NAMING
CONTEST WILL CONVINCE YOU THAT

PARD

Swift's Nutritionally Balanced Dog Food

IS A GOOD DOG BUILDER
AND BUSINESS BUILDER, TOO!

A SWIFT & COMPANY PRODUCT



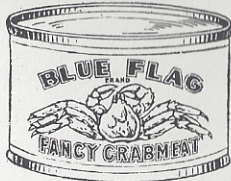
As Ever, Our Best Wishes

PARROTT & CO.

FAIR PLAY CANNED GOODS



and



and



YOURS FOR A GOOD PARTY

E. D. MENDENHALL & COMPANY



Original Dunbar Shrimps



Underwood Soft Shell Clams

Compliments of

M. C. SAHLEIN & CO.

40-48 Beale Street

Phones: { GARfield 6717
GARfield 0134

MAGGI'S BOUILLON CUBES

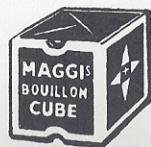
WONDERFUL BASIS

for SOUPS

GRAVIES

STEWES

BOUILLON



QUICK AND EASY

for ASPICS

VEGETABLE

MEAT & FISH

DISHES

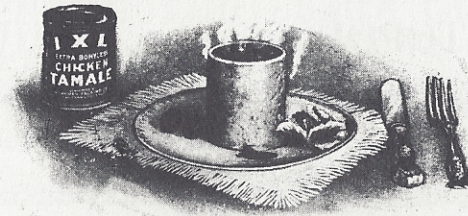
And for "tang" sell . . . PIONEER MINCED SEA CLAMS!

Here's to Your Pleasure, Rainbow Stores!

IT'S A PLEASURE TO SELL IXL

J. W. TRASK for

WORKMAN PACKING CO.



Greetings to Our Friends . . .

MEMBERS OF RAINBOW FOOD STORES

from

PILLSBURY'S FAMILY OF FOODS

Ask V. TRAVERSO CO. about these unparalleled offers:



Women say:
Thanks for telling me
about

PILLSBURY'S BEST"



PILLSBURY'S
FARINA
Hearts of
Wheat

NICKEL-PLATED KITCHEN SCOOP
FREE OF EXTRA CHARGE
(while they last)

in every package of
PILLSBURY'S
SNO SHEEN
CAKE FLOUR



SOLID COPPER \$1.00
REVERE GRIDDLE
(Usual price \$2.50 and up)

Send Pillsbury Stars from tops of
2 packages. Ask us for details.
PILLSBURY'S PANCAKE
AND WAFFLE FLOUR

Happy Holidays are here again! We suggest . . .



The TEA GARDEN Products Co.

Sweet Pickled and Brandied Fruits

Peaches - Apricots - Pears

Mincemeat - Cranberry Sauce

Sweet Pickled Watermelon

Assorted Preserves and Jellies

GRAPE JUICE

Maraschino Style Cocktail Garnishing Cherries



Here's another thought for Holiday Profit from
J. C. WARMINGTON CO.
 Sales Agents for

SEBASTOPOL
 Fancy Gravenstein
 APPLE SAUCE

HUME'S
 SLICED YAMS
 In Heavy Syrup

Rainbow Folks
 have pep enough . . .
 but tell their customers:

"TEA PEPS YOU UP"

THOMAS J. LIPTON,
 INC.



Yours for Profit,

A. S. CLANCY
 W. C. HUNTER
 JOHN TIGHE

BEACH C. SOULE

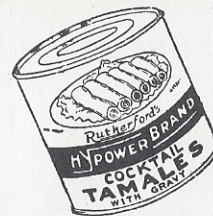
HENRY L. GIBBS

J. M. SPRINGER CO.
 FOOD BROKERS

Representing Grocery Items that Rainbow Members Should Sell:

BELL'S CHOPPED OLIVES
 SEASIDE LIMA BEANS
 EGGO WAFFLE & PANCAKE FLOUR

DINETTE COOKED VEGETABLES
 ALL GOOD FRUITS AND VEGETABLES
 B & M OVEN-BAKED BEANS



A Warm Greeting to You from
HyPOWER CHILI
HyPOWER TAMALES



PRICE PROTECTED · HIGH QUALITY
 DEPENDABLE REPEAT SALES

RUTHERFORD FOOD CORPORATION, Kansas City, Mo.
 SAN FRANCISCO SALES OFFICE: 164 TOWNSEND STREET

★ PROGRAM ★ ★ ★

DE HENRI & GEORGINA Mr. and Mrs. Rhythm
 CONSUELA Impressions of Famous People
 THE DEBS Dance Fluorescent
 BILLY LYONS Ventriloquist

His Master's Choice

To our Good Rainbow Friends
 from



H. A. IRVING CO.

SEA PRIDE PACKING CORP., Ltd.
 Sardines - Mackerel - Tuna

RAY MALING CO., Inc. (Hillsborough. Ore.)
 Fruits and Berries

BAKER FOOD PRODUCTS CO.



CALO FOOD PRODUCTS, Inc.
 Canned Dog and Cat Foods
 Biscuit and Dry Animal Food

Pratt-Low Preserving Co.
 California Canned Foods

VICTORY PACKING CO.

"His Master's Choice"



"Best
Wishes"

M. C. P.

BRAND

Lemon Juice
Orange Juice
Lime Juice

"Always keep a few cans
on hand"

Quality Worthy of Rainbow Stores

for a real taste-thrill

**Gebhardt's
Chili con Carne**

The only
Chili con Carne
made with sun-dried
Mexican chili pepper

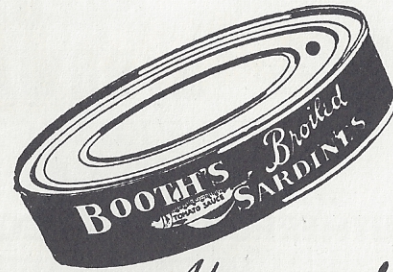
a bowl's
a meal

There's
Real
High
Quality
Here!

You'll Like GEBHARDT'S Tamales



QUALITY UNSURPASSED!



Ask your grocer for
BOOTH'S
Crescent Brand

Broiled
SARDINES

Remember how we liked these at our Rain-
bow Meeting! Customers like them, too!



**RED
SEAL
SHOESTRING
POTATOES**

★
Ready
to Serve
Ideal With
**STEAKS
CHOPS
SALADS**

Vacuum Packed in Cans

PEASE, McCORMICK & DANCE, Inc.



MORE DIGESTIBLE
MORE APPETIZING



Lindsay

CALIFORNIA RIPE OLIVES

All Sizes Carried in San Francisco Stock . . .

Olive Oil · Queen Olives · Chopped Olives

BEN McPHUN, Broker · 112 Market Street



As Ever, Our Co-operation



Tastes Better

because DURKEE'S
USE CALIFORNIA
FRESH EGGS

HERE IS THE
PREMIUM COUPON



French Dressing
Spice
Salad Oil



VITAMIN "A" Added

Salad-Aid
Sandwich Spread
Worcestershire
Sauce

Bringing you Durkee's Famous Foods and a lot of
merchandising effort to help you sell it!

FAMOUS FOODS DISTRIBUTORS - 469 Bryant St. - YUKON 0151



GREETINGS FROM

LYNDEN



CANNED CHICKEN PRODUCTS
AMERICA'S FINEST

. . . the kind you liked so well at the Rainbow Meeting



Powow peps
the pulse
of profit

- As Advertised*
- ★ In NEWSPAPERS
 - ★ On BILLBOARDS
 - ★ Over the RADIO
 - ★ By Home SAMPLING

Yours for a Bigger Profit Tie-in
THE WEST COAST SOAP CO.
OAKLAND, CALIFORNIA



White Navy
Borax Soap
means satisfied
customers

Greetings from

THE COMFORT PAPER CORP.

NATIONAL DISTRIBUTORS



ZEE TISSUE FAMILY-PAK—IVORY WHITE
ZEE TISSUE FAMILY-PAK—GREEN AND ORCHID
COMFORT TISSUE FAMILY-PAK
ZEE HOUSEHOLD TOWELS
ZEE EMBOSSED PAPER NAPKINS
ZEE "HEAVY WEIGHT" WAXED PAPER
ZEE COMBINATION HOLDERS

COOK & HARMS

Greet the Rainbow Stores and Present:



Windex Cleans Windows Without Water—

Drano Cleans and Opens Drains

*May your dancing be as easy and your
step be as light as these two make
housework*



Ask your Rainbow Headquarters for these Sales Builders . . .

ANGLO Corned Beef
OCEANIC Oysters and
Minced Razor Clams,
Crabmeat (Domestic)



DELMAR Sardines
CHATKA Crabmeat (Imported)

MOONKIST Clams
VAN CAMP'S Soups,
Pork & Beans - Catsup
Hominy - Spaghetti
Chili Con Carne, etc.
EXQUISITE Brand Fruits
and Vegetables

Contadina TOMATO PASTE

★ PROGRAM ★ ★ ★

TERESEA Acrobatic
MADELYN CHANCE Songs
DOROTHY Dance Fluorescent
CATHLYN MILLER Rhythm Tap

Congratulations from

E. L. ROBERTS BROKERAGE CO.

Manufacturers' Representative



Marco Dog Food
Stillicious Vitamix
Vi-Ti Dog Kandy



AMERICAN CRYSTAL SUGAR CO.

WESTERN MATCH CO.	UTAH CANNING CO.
DENNISON'S PRODUCTS	J. M. BEARDSLEY'S SONS
LOYAL PACKING CO. (Meats)	TURCO PRODUCTS CO.
PRINCEVILLE CANNING	JOHN FISHER PECAN CO.

Best Wishes to the Rainbow Family
from
ALLEN HARNETT



Also
CHICKEN OF THE SEA
GRATED TUNA



PRUNES & DRIED FRUITS



Compliments of

The Johnson Locke Mercantile Co., Ltd.
OVER 50 YEARS OF DEPENDABLE SERVICE TO THE RETAIL GROCERS

The Best Selling Lines with Real Consumer Demand

Veg-All
Mazola Salad Oil
Karo Syrup
Kingsford Starch
Argo Starch
Lint Starch
Kre-Mel Dessert
H-O Oats
Presto Cake Flour
Jos. Burnetts Extracts

Lea & Perrins Sauce
H. P. Sauce
Our Mother's Cocoa
Rock Kraft Paper Bags
R&R Boned Chicken
R&R Chicken Broth
R&R Plum and Fig Pudding
Scotty Allan's Dog Food
Gold Dust
Fairy Soap

Warrenton Clams
Arm & Hammer Soda
Keystone Mushrooms
Willapoint Oysters
Kellogg's Ant Powder
Lily Tulip Cups
Union Oil Household Products
Oxo
White House Rice

Gerber's Strained Foods
.. Seald-Sweet Grapefruit
and Grapefruit Juice



Gerber's Cereal Food . .
Dainty Mix Fruit Cocktail
& Whole Peeled Apricots

Elastic Starch

GEO. W. METLAR CO., INC.

Best Wishes from

JACK DALLAS

DISTRICT SALES MANAGER • RALSTON PURINA COMPANY



285
Brannan
Street



Phone
GARfield
2950



SOSSO'S MACARONI PRODUCTS

"UNCLE SAM'S TASTE"

"Traco and Semo Brands"

TELEPHONE SUtter 7445

408 PACIFIC AVENUE

NOW TASTE THESE BRAND NEW SOUPS

— made the way
you like them best
. . . You'll say
RANCHO SOUPS
— California made
from choice Cali-
fornia produce —
are truly delicious.
Costs only 5c a can!

4
CUP SIZE
SERVINGS
5¢



96% of the many thousands of people who
tasted these new soups, at the Rancho Booth
on Treasure Island during the Golden Gate
International Exposition, voted them better
or equal to the brand that they had used.
Try Rancho Soup today!

VEGETABLE • PEA • ASPARAGUS • TOMATO



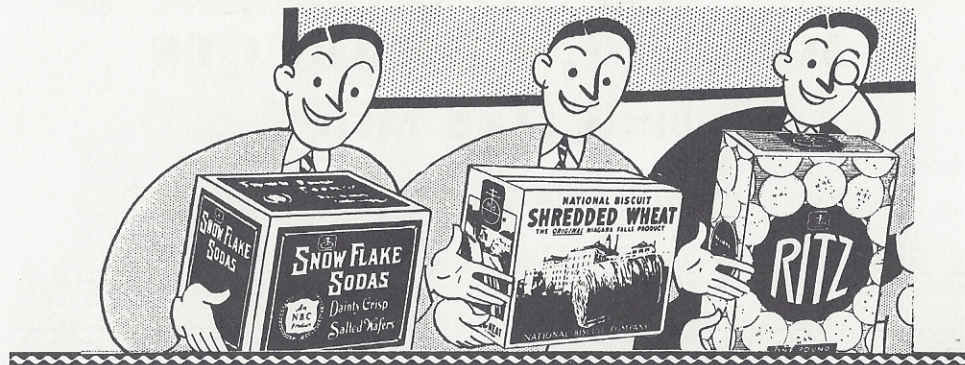
**FOLGER'S
COFFEE**
SERVED ON
PLANES AND TRAINS

"The Coffee
that is
healthy
to Drink"

Wishing the Best
to all of our good
Rainbow Friends



We recommend NATIONAL BISCUIT COMPANY



"At home" at every Party . . .

Namco
BRAND

gladly adds this good wish to your
RAINBOW FOOD STORES DANCE

Namco Crabmeat is fresh-sealed from the DEEP ICY WATERS of the North Pacific Ocean where it is canned in floating canneries right after the catch.

You'll find the same fine, customer-winning quality in Namco Baby Clams, too.



NORTH AMERICAN MERCANTILE CO.
330 FRONT STREET



Compliments of

The Wesson Oil and Snowdrift People

Helping your customers find delicious uses for many grocery items in

★ Salads ★ Batters ★ Frying ★ Baking
and ★ Hot Vegetables



COMPLIMENTS OF

**WM. J. LINDENBERGER
EXCHANGE BRAND**

Orange Juice
Lemon Juice

Fruit Pectin (Powder)
Orangeade Concentrate

★ PROGRAM ★ ★ ★

CONSUELA Song Suite
LOWIN Dance Hawaiian
DE HENRI & GEORGINA Minuet in Jazz
THE ENTIRE COMPANY Finale

We are Proud of Our Years of Rainbow Friendships



We hope that you will visit us and see for yourself why Superba has delivered such high quality to your customers all these years.

Over 10 years ago, we perfected the SUPERBA RAVIOLI machine which can produce 1,500 "pillow-shaped" ravioli per minute—an exclusive Superba feature which permits a more delicious filling content in the ravioli.

Though perfected in 1928 this machine is still making the finest ravioli today . . . It has never been surpassed!



THE SUPERBA PACKING CO., LTD.

Rainbow Song Jamboree

GOD BLESS AMERICA

God bless America
Land that I love;

Stand beside her and guide her,
Thru the night with a light from above,
From the mountains to the prairies,
To the oceans white with foam,
God bless America
My Home Sweet Home!



HOW DO YOU DO?

How do you do, brother grocer,
How do you do?

We're all together here to welcome you.
Now just take a solid stand,
While we shake you by the hand.
How do you do, brother grocer,
How do you do?



BEER BARREL POLKA

Here 'neath the Rainbow
We've got the blues on the run.

Light up the Rainbow,
We'll have a barrel of fun.
Sing "Boom Tar-rah-rah,"

Ring out a song of good cheer—
Now's the time to roll the barrel
Cause the gang's all here!



SMILES

There are sales that make us happy,
But the taxes make us blue.

It's the profit that makes us all so joyous,
But the tax on gross sales will not do,
So let's have a mandatory sales tax
And let's have the public help to pay,
Then we know we'll all again be happy,
And the jobbers will bless that day.



THERE'S A LONG, LONG TRAIL

There's a way to build good business,
There's a way to make a gain:

'Tis to show to all warm friendship
And treat everyone the same,
To extend a smile of welcome,
To be upright, honest, true,
Just show to all, these virtues
And the "dough" will roll to you.

AULD LANG SYNE

Said Tom to little Mary,

I've a nice new dime you see,

So put away your playthings
And walk down the street with me.
I'll buy for you an ice cream cone
Or lollipops galore.

I know there's everything we want
In an Independent Store.



Prepared by Publicity Department
California Retail Grocers and Merchants Association

RAINBOW FOOD STORE FACTS

"**Rainbow Food Stores**" was created as a buying club in 1928 under the sponsorship of the V. Traverso Co., Wholesale Grocers. This company developed out of the Retail Grocery Business established by Victor Traverso, Jr., at 491 Greenwich Street in 1917. There, he was assisted by his brother, Jack, before and after school until 1921 when Jack devoted his entire time to the business. A year later business had grown so well that they decided to enter the Wholesale Field.

Aggressiveness and ambition to meet the urgent need of the Independent Retail Grocer for a Buying Organization powerful enough to enable him to meet the competition of the growing chain competition inspired the brothers, in conjunction with their brother Bill as legal adviser, to conceive and organize the Rainbow Food Stores.

Inspired by their own close unity and determination, the membership soon showed the strength and loyalty for which it is still nationally outstanding today.

Noteworthy and daring ideas, originating in group meetings and carried out by Headquarters or Committees, won for the Rainbow Stores a high ranking position as reliable outlets for Food Manufacturers.

Beneficial to the entire industry, their original institutions of Annual Banquets, Picnics, and Dances, as well as frequent group meetings, all for the purpose of bringing Manufacturer and Member into closer relationship have now become traditional events and result in better service to the buying public.

Organization is the keynote of the Group. Its advertising club is one of the largest in San Francisco and it is the only one of its type maintaining a single plan, a uniformly advertised sale price, and a guaranteed co-operation with the merchandising plans of manufacturers.

Welfare of each and every member is the prime consideration in all activities. With everyone getting the personal attention of Vic and Jack from sunrise until closing, with equal prices to all, with strength in Nationally Advertised Brands, with a conservative line of high-quality, profit-sure Nu-Deal items, and with sound leadership through our Business Committee, we may all
**LOOK FORWARD TO OUR SECOND DECADE OF
PROGRESS WITH THE GREATEST ENTHUSIASM!!!**



COMPLIMENTS OF

Mailliard & Schmiedell

203 CALIFORNIA STREET • SAN FRANCISCO

Our best service to you is to please your customers . . .



PAR SOAP

Par contains 7% Glycerine, the base of most fine hand lotions, so it makes house-work easier and is easier on the hands.

THE LARGE PACKAGE contains coupons for Beautiful
THE GIANT PREMIUM PACKAGE contains } PARMA Pottery

We Recommend



OUR BEST
WISHES
PLUS REAL
SALES
HELPS

Ask
Your Own
Headquarters
or the Swift Salesman



Compliments of

Kelley-Clark Company

CLOROX

DINA-MITE

AMERICAN LYE

DEL MAIZ CORN

GREEN GIANT PEAS

G. WASHINGTON COFFEE

BALL MASON JARS

GRANDPA'S TAR SOAP

MARTINELLI'S CIDER & VINEGAR

MT. IDA OLIVES AND OLIVE OIL

GULF-KIST SHRIMP AND OYSTERS

THREE DIAMONDS BRAND CRAB MEAT

A. E. STALEY (CUBE STARCH)

★ PROGRAM ★ ★ ★

Free 24 BAGS OF GROCERIES

Immediately following the entertainment we will have the door prize drawing for 24 Bags Full of Fine Foods for Thanksgiving.

PLEASE SAVE YOUR TICKETS!



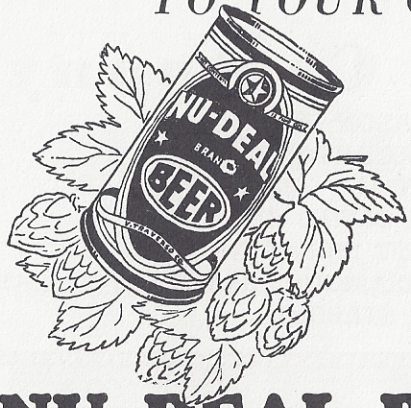
*Congratulations on Your
10th Annual Dance Party*

Old English DOG AND CAT FOOD

IT'S A CLEAN, WHOLESOME FOOD FOR YOUR CUSTOMERS' PETS, AND A CLEAN, STOP-PRICE, PROFIT-SURE DEAL FOR YOU TO HANDLE. THE QUICK TURNOVER MAKES EVERYBODY HAPPY—AND THAT'S HOW WE WISH YOU HAPPINESS, TOO!

THE OLD ENGLISH CO., INC., SAN JOSE

TO YOUR GOOD HEALTH!



—and
Profitable
Beer
Sales



NU-DEAL BEER

in Bottles and "KEGLINED" Tins
ON SALE TONIGHT — *Thoroughly Chilled*

Brewed by

GRACE BROS. Brewing Co.



NU-DEAL *California* WINES

in Bottles and Barrels. Delicious
Dry and Sweet Wines with a
growing good reputation for
quality at a low price. Designed
for volume and profit.

Produced and Bottled expressly for your Headquarters by

DETURK WINERY, Santa Rosa

Thanks To You — Rainbow — Grocers

SPRECKELS-RUSSELL MILK . . . CREAM



now gaining more rapidly than ever
to continue its long leadership as



FIRST



First in popular demand by QUALITY
buyers . . . the kind of buyers who make the best
customers for you.

First in product QUALITY . . . all SPRECK-
ELS-RUSSELL Milk now FRIGID-FILTERED to make
it absolutely the last word in pure, wholesome
goodness and delicious natural flavor.

First in the effectiveness of its cooperation
with Independent Grocers . . . SPRECKELS-
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Educating thousands of people that
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