

11th ANNUAL



ENTERTAINMENT

AND DANCE

SCOTTISH RITE AUDITORIUM

SAN FRANCISCO

DECEMBER 3rd 1940





o the Friends of the RAINBOW FOOD STORES

This, our 11th Annual Rainbow Entertainment and Dance, marks the beginning of the second year of the second decade of our loyal organization. Here we celebrate a new era of growth and advancement in the standard of excellence which every Rainbow Member is ambitious to achieve.

We want to thank all those manufacturers and their representatives who are so faithfully working with us toward our goal and who have expressed their confidence in the Rainbow Ideal by taking part with us and by making possible tonight's fine entertainment and music. We know that with such friendship we may all look forward to greater mutual benefits to consumers, store owners, The V. Traverso Co., and manufacturers alike.

For the Rainbow Food Stores



Chairmen

V. TRAVERSO, JR.

WM. F. TRAVERSO

J. A. TRAVERSO

Assistant Chairmen

CLIFF SLATTERY

PETE BALDASSAR

STEVE STEVENSON

GUIDO LORENZINI

G. A. MacNEILL

PETE DAL PORTO

General Committee

A. E. STOKES

HENRY HILLEBRANDT

RICHARD LAYE

CHARLES SAVIO

AL FEDELE

GINO BELLUOMINI

HOMER VARDIS

JOHN ICARDI

ELMER PESCE

AUGUST RAMOS

EDWARD WHITE

JULIUS GIORGI

DANIEL J. RYAN

W. J. MATSON

D. M. PFAEFFLE

JAMES SERVETTO

A. VANYSHEFF

ERNEST RATHJEN

L. BLUMMENFELD



All Rainbow Food Store Members are Committeemen



JACK SELTENRICH AND HIS ORCHESTRA



ENTERTAINMENT ★ ★ ★

Arranged by
Marie HURSEY Theatrical Agency

★ 11TH ANNUAL RAINBOW ENTERTAINMENT AND DANCE ★

As always, Your friend,

SOSSO'S MACARONI PRODUCTS

"UNCLE SAM'S TASTE"

PHONE: SUtter 7445

"Traco and Sema Brands"

408 PACIFIC AVENUE

★ AN OUNCE OF LOYALTY IS WORTH TEN POUNDS OF CLEVERNESS ★



We are most happy to wish all Rainbow Food Store Members A Very Merry Christmas of 1940 and a most successful 1941.



We are as proud of our many years of Rainbow Friendship and cooperation as we are of the high standard quality we have always supplied them for their customers' enjoyment.



THE SUPERBA PACKING CO., LTD.

WE WANT YOU TO KNOW
WE WISH YOU THE BEST



Sunshine Biscuits

We're right behind you with Service,
Cooperative and National Advertising

LOOSE-WILES BISCUIT COMPANY

★ RAINBOW'S RIGHT IDEA IS TO SERVE ITS CUSTOMERS WELL ★



Greetings from
DR. W. J. ROSS



Dr. Ross'
DOG AND CAT FOOD

★ MEN ARE STRONG ONLY AS THEY BELIEVE IN ONE ANOTHER ★



A VERY MERRY XMAS
TO YOU ALL

IT'S ALWAYS GOOD TASTE
to recommend

DEL HAVEN
Imitation
VANILLA

"will not bake out"

CERTIFIED EXTRACTS, INC.
New York, N. Y.

Yours for a clean
year ahead—

NO-RUB
SHOE WHITE

"does not rub off"

WILBERT PRODUCTS
CO., INC.

805 East 139th St.
New York City





Again, in 1940 as in 1939 we
congratulate and thank you
for a big increase in Profit-
able Sales!

OUR CHRISTMAS
WISH TO YOU IS

CONTINUED INCREASE IN PROFIT
AND TURNOVER WITH POPULAR



and the best wishes from

E. D. MOYLES CO.

605 Third Street

GARFIELD 2661

Season's Cheer and a Happy Party from

Gerber's Strained and Junior Foods
Gerber's Precooked Cereal Food
Seald Sweet Grapefruit and Grapefruit Juice
Dainty Mix Fruit Cocktail & Peeled Apricots
Poland Water .. Elastic Starch .. Brown & Forman Distillery Co.



OUR NEW OFFICE AND WAREHOUSE — 750 2nd ST.

GEO. W. METLAR CO., INC.

★ IT'S NOT THE PART BUT THE WHOLE THAT MAKES CHARACTER ★

ENTERTAINMENT PROGRAM:

Introducing

JOHNNY O'BRIEN

Master of Ceremonies

FAVORITE M. C. OF RADIO

★ BLESSED ARE THE MEN WHO LEARN TO WORK TOGETHER ★

The very best wishes of

The Johnson-Locke Mercantile Co.

with the best selling lines of every day profit makers

Karo Syrup	Lea & Perrins Sauce	R & R Chicken Broth
Mazola Oil	H-P Sauce	R & R Plum and Fig Pudding
Kingsford's Starch	Our Mother's Cocoa	Arm & Hammer Soda
Argo Starch	Keystone Mushrooms	Union Oil Glass Cleaner
Linit Starch & Powder	Warrenton Razor Clams	Jos. Burnett's Extracts
KRE-MEL Dessert	Willapoint Steamed Oysters	Ready Mix
H-O Oats	Larsen's Veg-All	Oxo Cubes
Presto Cake Flour	Scotty Allan's Dog Food	Lily, Tulip & Gem Cups
Hecker's Cream Farina	R & R Boned Chicken	Rock Kraft Bags

★ RAINBOW MEANS WORKING TOGETHER FOR MUTUAL BENEFIT ★

CHRISTMAS GREETINGS from JACK DALLAS



BE SURE
YOU
TELL
HER
ABOUT
RY-KRISP



HANDY
CEREALS
"BITE SIZE"
AND
A NEW
POURING
SPOUT



285 BRANNAN STREET

TELEPHONE GARFIELD 2950

A Gift of FLOWERS

extra in quality and prestige, from Podesta & Baldocchi, America's most famous florist, is always more appreciated . . . yet need cost no more!

FLOWERS
TELEGRAPHED
ANYWHERE

Podesta & Baldocchi

America's Most Famous Florists

224 Grant Ave • Telephone SUTter 6200

★ IN 1928 THE RAINBOW FOOD STORES ORGANIZED WELL, ★

OUR GREETINGS AS A PART OF YOUR BUYING ORGANIZATION

MR. JOSEPH P. PICETTI
MR. ROBERT K. CAVALLERO
OF THE

**JOSEPH P. PICETTI
COMPANY**

Official Insurance Broker
for Rainbow Food Stores

**INSURANCE
AND BONDS**

315 Montgomery St.

Phone:
DOuglas 0170

JUST CALL US OR
HEADQUARTERS

*For Your
Beautiful*

RAINBOW
GOWNS

The Peerless

**TOWEL
COMPANY**

Phone:
MARket 4518

★ NOW, THERE ARE MORE THAN 200 LOYAL RAINBOW STORES ★

As a part of your group buying power, our good wishes bring you savings on all your Home Furnishings: *floor coverings, springs, mattresses, Venetian blinds, and Interior Decoration.* The more we do for all of you, through your Headquarters, the more we can save each of you—

A MERRY CHRISTMAS FROM

ASSOCIATED HOME FURNISHERS

"Eddie" Adair — "Milt" Adair — "Johnny" Wright — Miss Verna Ramey

1567 Folsom Street

HEmlock 7785

Wishing you a joyful and successful party

SPEED-MIX PREPARED PIE CRUST

NO FAILURES

**STEERO BOUILLON CUBES
PARROTT & CO.**

★ THE RAINBOW SHINES ON THOUSANDS OF FRIENDS ★

ENTERTAINMENT PROGRAM:

CLAUD DE CARR
and HIS PAL, "SPOTTY"

DORESE MIDGELY

The "Vest Pocket Edition" in "THE TOPS
of Ann Miller" IN TAPS"

★ A RAINBOW GROCER GIVES INDIVIDUAL ATTENTION ★

Old English

wishes you

A Most Merry Christmas

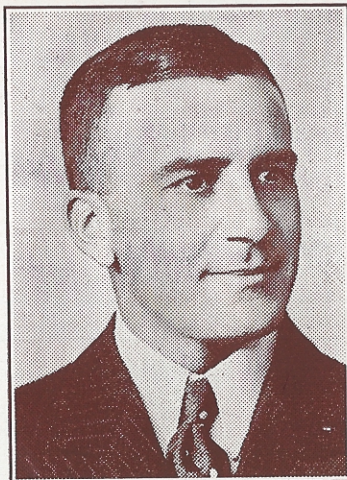


Old English Dog and Cat Food,

made from an old Formula perfected by One of the Best American Kennel Masters—does not produce excessive fat and is the choice of many discriminating customers.

YOU WILL ENJOY ITS QUICK TURNOVER AND GOOD PROFIT AS THE MOST WORTHY BEST WISH WE CAN OFFER IN ALL SEASONS!

THE OLD ENGLISH CO., INC., San Jose



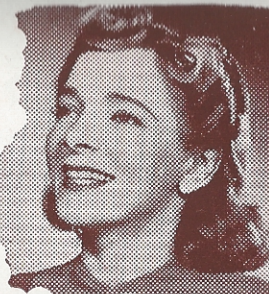
"Brother Bill," the brother of
"Vic and Jack," is Rainbow's
Legal Adviser and Counsellor.

550 Montgomery St. SUtter 2281

HELEN HAYES
JOINS THE
LIPTON SALES
FORCE

with

Best Wishes—



For Christmas!



ORANGE PEKOE

AND PEKOE

★ CERTAIN RELIABLE QUALITY IN EVERY RAINBOW STORE ★

OUR COMPLIMENTS AND GREETINGS

Mailliard & Schmiedell

230 CALIFORNIA STREET — SAN FRANCISCO

★ RAINBOW METHODS SAVE GROCER TIME IN BUYING ★



MORE DIGESTIBLE
MORE APPETIZING



Lindsay

CALIFORNIA RIPE OLIVES

All Sizes Carried in San Francisco Stock

OLIVE OIL — QUEEN OLIVES — CHOPPED OLIVES and
LARGE PITTED RIPE OLIVES

BEN McPHUN, Broker

112 Market St.



Happy Party!

Campfire

The kind
always
fresh—
in "4
Packettes"



MARSHMALLOWS

Many good reasons in every Campfire
package why your customers come back
for them—plus the advertising they get!

★ RAINBOW GROUP BUYING POWER SAVES MONEY ★

ENTERTAINMENT PROGRAM:

JOHN HENDERSON
in "The Songs we love to hear!"

DORIS BAY
in "The Nimble Danseuse"

★ RAINBOW PLANNING STOPS BUYING RISKS ★

The Leader
for over 40 years



Ask your grocer for

BOOTH'S
Crescent Brand



**Broiled
SARDINES**

BEST POSSIBLE SUCCESS!



No. 1
Tins

JUST HEAT AND SERVE!

Gebhardt's
DEVILED SANDWICH SPREAD

No. 1/4
Tins



A Real MEAT SPREAD
FOR SANDWICHES.

Gebhardt's
TAMALES

No. 300
Tins





LYNDEN BRAND

U. S. GOVERNMENT GRADED

CANNED CHICKEN

"America's Finest"

★ LOYAL GROUP BUYING HAS KEPT RAINBOW UP ON TOP ★

Our Compliments and Greetings

M. C. SAHLEIN & CO.

40-48 Beale Street

Phones: GARfield 6717
GARfield 0134

★ BY ALL BUYING TOGETHER, RAINBOW STORES HAVE POWER ★

ASK YOUR HEADQUARTERS FOR THESE SALES BUILDERS:

ANGLO Corned Beef — MOONKIST Clams

OCEANIC Oysters and Minced Razor Clams

OCEANIC (domestic) and AKO (imported) Crabmeat
BERING SEA Cod Fish



VAN CAMP'S Pork and Beans, Soups, Catsup,
Hominy, Spaghetti, Chili con Carne, etc.

★CUSTOMERS ASK HEADQUARTERS FOR NEAREST RAINBOW STORES★

IT'S ALWAYS A PLEASURE TO BE AT YOUR PARTY



and Rainbow Food Store Customers are pleased to have hand-saving Powow within easy reach. Powerful advertising and attractive premiums constantly remind them to reach for WHITE NAVY, too!

THE WEST COAST SOAP CO.



COMPLIMENTS AND SEASON'S CHEER

WM. J. LINDENBERGER EXCHANGE BRAND

Orange Juice

Lemon Juice

Fruit Pectin (Powder)

Orangeade Concentrate

★ RAINBOW PRETESTED ITEMS MEAN LOWER INVENTORY COST ★

ENTERTAINMENT PROGRAM:

MARGOT STANLEY

Presenting "SONGTIME"

DORESE

As Midge Miller in "A Sophisticated Rhythm"

★ FEWER, BUT FAST MOVING ITEMS, PERMIT MORE MASS DISPLAYS ★

BEACH C. SOULE'

Season's Best from

HENRY L. GIBBS

J. M. SPRINGER CO.

FOOD BROKERS

Representing Grocery Items that Rainbow Members SELL!

BELL'S CHOPPED OLIVES

DINETTE COOKED VEGETABLES

SEASIDE LIMA BEANS

ALL GOOD FRUITS & VEGETABLES

EGGO WAFFLE & PANCAKE FLOUR

B & M OVEN-BAKED BEANS

★ RAINBOW PRETESTED BUYING MEANS SURER TURNOVER ★



WISHING MANY
MORE SUCCESSFUL
YEARS TO ALL OF
OUR RAINBOW
FOOD STORE FRIENDS



Folger's Coffee

Best of the Season to our Friends,
The Members of the RAINBOW FOOD STORES

from



PILLSBURY'S FAMILY OF FOODS

Every day your customers are listening to the voice of Galen Drake on the radio in "The Housewives Protective League" over Station KSFO offering them



THE THRIFT STAR BOOKLET — REFRIGERATOR GLASS COVERS — RECIPES

PILLSBURY'S BEST FLOUR

Thrift Star Coupon
... redeemable for valuable
PREMIUMS, packed in every bag!

ALSO IN OTHER
PILLSBURY PRODUCTS

OUR VERY
ATTRACTIVE
PREMIUM
OFFERS KEEP
CUSTOMERS
COMING
WITH

FREE Stainless Steel
BISCUIT CUTTER

Cuts and picks up biscuit ...
in special packages of
Pillsbury's SNO SHEEN
Cake Flour

NO BOTHER TO YOU

★ WOMEN LIKE TO SHOP IN RAINBOW PLANNED STORES ★

Happy times to the Rainbow
Friends from
ALLEN HARNETT



CHICKEN OF THE SEA
GRATED TUNA

SUNSWET JUICES
AND DRIED FRUITS



CHRISTMAS GREETINGS
TO YOU AND
USEFUL PREMIUM GIFTS
TO YOUR CUSTOMERS

from

Sunbrite Cleanser

Our scissors offer and thermometer
offer placed right in your advertising
stores have resulted in good business
and we are happy to co-operate with
your headquarters. Here's our new
popular sales building premium:

Eversharp
WALL-TYPE
CAN-OPENER
ONLY 25¢
with
3 Sunbrite Labels
SUNBRITE

COOK & HARMS



say: "The Best of Every-
thing to the Rainbow
Food Stores."

WE PRESENT:
Your own controlled
label,

HUSKY DOG FOOD



★ HAPPY ARE THOSE WHO IN EACH OTHER FAITH REPOSE ★

ENTERTAINMENT PROGRAM:

JOHNNY O'BRIEN
in "HAPPY HARMONICS"

DORIS BAY
in "ACROBATIC GYRATIONS"

★ RAINBOW STORES FEATURE POPULAR QUALITY VALUES ★

CONGRATULATIONS
AND MANY THANKS,
RAINBOW MEMBERS
FOR YOUR GREAT
INCREASE IN SALES

Now, you may offer your
customers four varieties
which sell at 5c each:
VEGETABLE — PEA —
ASPARAGUS —
TOMATO

and two which sell at
2 for 15c:
CHICKEN NOODLE
and MUSHROOM

THOUSANDS OF PEOPLE HAVE DISCOVERED THE TASTY REWARD THEY
GET FOR THEIR PURCHASE OF THESE FINE CALIFORNIA SOUPS AND THEIR
SATISFACTION IS ASSURED BY OUR MONEY-BACK GUARANTEE.



YULETIDE GREETINGS FROM

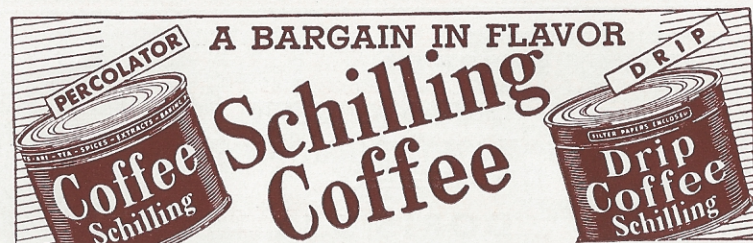
Kelley-Clarke Company

CLOROX
DINA-MITE CEREAL
NIBLETS CORN
GREEN GIANT PEAS
G. WASHINGTON COFFEE
A. E. STALEY (CUBE STARCH)

BALL MASON JARS
GRANDPA'S TAR SOAP
MARTINELLI'S CIDER & VINEGAR
GULF-KIST SHRIMP AND OYSTERS
FOUR MINUTE NOODLE SOUP
BEST CIRCLES ORANGE JUICE

KRUSTEAZ

★ IT'S FUN TO SHOP IN A RAINBOW DEPARTMENTIZED GROCERY ★



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.



★ A CUSTOMER MAY DO ALL HER GROCERY BUYING AT "RAINBOW" ★

YOURS FOR A HAPPY CELEBRATION



New churn-fresh Snowdrift

It's Wesson-Creamed



REALLY
CHURNED
FROM
FRESH-
REFINED
WESSON
OIL



YOUR CUSTOMERS WILL CELEBRATE
RAINBOW ENTERPRISE, TOO, WITH
ALL AMERICAN WESSON OIL

ORIGINAL



Offer your
customers
these values!

PHILLIPS SELF RISING FLOUR

• *already* •

THE BLUE AND GOLD PACKAGE
WHITE OR WHOLE WHEAT

All Pure Flour — No Substitute Grains

PHILLIPS MILLING CO. — DOuglas 8466 — 38 DRUMM ST.

★ Rainbow Grocers Are Advancing Under A Plan of Progress ★

ENTERTAINMENT PROGRAM:

GENE GORY assisted by ROBERTA
"Those Exponents of Intellectual Insanity"

MARGOT STANLEY and JOHN HENDERSON
Sovereigns of Song

★ WHEN YOU ARE RAINBOW WISE, YOU ECONOMIZE ★

XMAS CHEER FROM YOUR OLD FAVORITES

COOK-McFARLAND CO.

Food Brokers

*Our Products speak
for themselves!*



★ GO FORWARD WITH RAINBOW FOOD STORES ★

IF YOUR CUSTOMERS USE THESE
THEY'LL FEEL LIKE DANCING, TOO

Good Cheer from

Drano

IT CLEANS AND OPENS DRAINS

Windex

IT CLEANS WINDOWS WITHOUT WATER



PHILLIPS
DIAMOND
"P"
Imported
CHINA RICE
2 Lb. Package



A joyous holiday
from
AUNT MARY'S
Fancy Fruits and Vegetables
WHOLE PEELED APRICOTS
ELBERTA PEACHES
KADOTA FIGS
ALL GREEN ASPARAGUS
"Key opening can"

MOR-PAK PRESERVING CORPORATION
Stockton, California

RAINBOW CUSTOMERS EVERYWHERE LIKE THESE DELICACIES

★ RAINBOW FOOD STORE ADVERTISING IS NATIONALLY KNOWN ★



Hear
JOAN BLONDELL
over your local
Mutual Station
every
FRIDAY NIGHT

THERE'S A
TEA GARDEN Syrup
FOR EVERY TASTE AND PURSE!



Let us
help your
Holiday
and
Breakfast
Sales
with our
Tested
Items

Keep these out where the customer can
reach them—they are mighty quick to
move!

RED SEAL SHOESTRING POTATOES

Flavorful and Appetite-Tempting
with **SEA FOODS**

Served from the can (or heated)
fresh, golden-brown RED SEAL
Shoestring Potatoes add a salty
zestful flavor to any fish dinner
... the touch of perfection.



Vacuum Packed in Cans

PEASE, MCCORMICK & DANCE, INC.



Yuletide Cheer from
THE "DADDY" OF ALL
CANNED DOG FOODS
and KEN-L-BISCUIT

KEN-L-RATION

The one Complete Dog Food (made with real lean meat)

CHAPPEL BROS., INC.

60 Broadway

EXbrook 5761

★ OLD FASHIONED COURTESY IN GIVING MODERN SERVICE ★

ENTERTAINMENT PROGRAM:

MINOKA
in "PULLING STRINGS"

HEALEY and MACK
in "FUN AT THE BAR!"

★ RAINBOW GROCERS HELP CUSTOMERS TO HELP THEMSELVES ★

HERE TO CHEER YOUR PARTY!

Always the best in taste!



Namco
BRAND

NORTH AMERICAN MERCANTILE CO.
330 Front St.



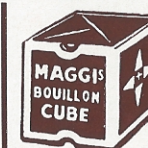
★ PERSONAL INTEREST AND ATTENTION—A RAINBOW QUALITY ★

NU BORA SOAP GRANULES



Fair Traded
for
Fair Profit
19c and 49c

The "Pot of Gold" Soap
for the RAINBOW STORES
Stocked by V. Traverso Co.



MAGGI'S BOUILLON CUBES

Wonderful basis for Soups—
Gravies — Stews — Aspics
—Vegetable, Meat and Fish
Dishes.

SAVERY BRAND
MUSHROOMS
FINEST QUALITY GROWN AND
PACKED IN CALIFORNIA
Patronize Home Industry

BRINGING YOU **REAL** PAPER PROFITS!
NU-DEAL PAPER NAPKINS
REDD RIBON GROCERS SULPHITE
BLU RIBON BUTCHER PAPER

Let us help you build your paper department
MILL AGENTS & DISTRIBUTORS, INC.

902 Latham Square Bldg.

Oakland

HIgate 4750

"Best Wishes"

E. D. MENDENHALL & COMPANY



★ OUR RAINBOW FAMILY IS ALWAYS GROWING ★

A MERRY XMAS AND MOST PROSPEROUS 1941
THE COMFORT PAPER CORPORATION

National Distributors of



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

★ THERE WERE OVER 5500 AT OUR RAINBOW PICNIC ★

MAY WE SAY WE VERY MUCH
APPRECIATE YOUR RAINBOW
ORGANIZATION AND WANT
TO CELEBRATE WITH YOU.
YOU HAVE HELPED US PUT

PARD OVER THE TOP!

Pard now leads all Dog Food sales nationally.



IT'S CANINE TESTED!

Other reasons for Pard's great success are
its proven food value and standards of high
quality backed up by sound national and
cooperative merchandising activity!

SWIFT & COMPANY

GOOD FRIENDS! NATIONAL BISCUIT COMPANY'S



★ IT'S ALWAYS FAIR WEATHER WHERE RAINBOWS GATHER ★

ENTERTAINMENT PROGRAM:

FREE 24 BAGS OF GROCERIES

Immediately following the entertainment we will hold the Door Prize

Drawings for 24 Bags full of Fine Holiday Foods

PLEASE SAVE YOUR TICKETS

★ RAINBOW MEMBERS WISH YOU ALL THE MOST SUCCESSFUL 1941! ★

PAR TAKES THIS OPPORTU-
NITY TO SAY "THANKS" FOR
YOUR COOPERATION.

Par Soap pleases the ladies—it's
7% glycerine content makes it as
easy on the hands as a lotion is!



The soap
that
contains
glycerine!



PAR GIANT SIZE

● A mammoth
package con-
taining lovely
pottery

PAR REGULAR SIZE

Package tells
how you get
pottery pieces



WE ARE
ALWAYS
WISHING YOU
THE BEST
AS IN ALL
THE YEARS
GONE BY!

YOU'LL FIND THE STEADY TURN-
OVER OF IXL ALWAYS AS
FRIENDLY TO REGULAR PROFITS

**WORKMAN
PACKING
COMPANY**



To All Rainbow Members, Good Health!



NU-DEAL BEER

In "KEGLINED" CANS

In BOTTLES



Nu-Deal Beer grows more popular, year by year, and we are very grateful for the good work you are doing with this extra profit maker

Brewed by The **GRACE BROS. BREWING CO.**

Yours For a Most Happy Celebration

NU-DEAL *California* WINES

Over and over we are told by Rainbow Members how much their customers appreciate the mellow fragrance of these choice and profitable wines

DRY CLARET
BURGUNDY
SAUTERNE

*In Bottles,
Kegs and Barrels*

SWEET SHERRY
PORT
ANGELICA

MUSCATEL
TOKAY

Produced and Bottled expressly for Your Headquarters

By **DETURK WINERY, Santa Rosa**

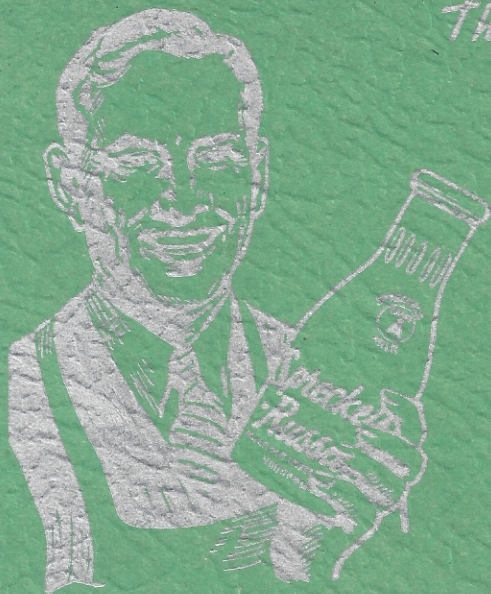


Our Best Wishes to the

FRANKLIN
FOOD STORES

come every day

*Fresh As
The Morning
with*



SOLD ONLY THROUGH
INDEPENDENT GROCERS

**Spreckels
Russell**

THE FRIGID - FILTERED
DOUBLE - CAPPED
RIM - PROTECTED
STERILE - BOTTLED
EXTRA - RICH
FARM - FRESH
TRIPLE - SAFE

CREAM AND MILK

THE HIGHEST QUALITY AT NO EXTRA PRICE

Everyday, through advertising, the Spreckels-Russell Dairy Co. Ltd., in San Francisco's Most Modern Dairy invites all your customers to enjoy San Francisco's FINEST MILK AND CREAM.

MOMMY,
LIKE
THIS MILK.
PLEASE GET IT
FOR ME EVERY
DAY.



★
SPRECKELS-RUSSELL DAIRY CO.
8th and Bryant Sts. ★ UNDERHILL 6206